

A Sprite-full unprecedented campaign

The Sprite Xpress campaign was unprecedented and used 23 different outdoor media formats ranging from billboards to train wraps in five different cities



Encyclomedia Networks recently launched a 'disruptive' out-of-home media campaign for Sprite Xpress this festive season. MOMS Outdoor Media Solutions Pvt. Ltd was the media agency involved.

Unleashing a refreshing wave, Coca-Cola India launched the Sprite Xpress Pack - a 350 ml PET bottle priced at Rs 15. The new packaging is a strategic initiative aimed to build a stronger connect with the youth; it is designed to offer convenience and adapts to the dynamic on-the-go lifestyle of consumers. The category context in which Sprite Xpress is rooted is that in India, while the eating or snacking culture is rampant when individuals are traveling or



on the move, the habit of moving around and consuming a beverage is largely under-developed. Sprite Xpress is the change catalyst that aims to open up this new space and provide consumers an opportunity to enjoy their favourite beverage while they're on the move! The outdoor campaign was planned in a way that it reinforced the mobility of this pack.

Mukesh Manik and Tony Craver of Encyclomedia Networks were the chief architects of this innovative campaign that used cutting-edge 3D art to dramatize the occasion benefit of the pack. The campaign was a benchmark in outdoor advertising because it used 23 different outdoor media formats like billboards, bus shelters, gantries, pole kiosks, center medians, elevators, platform branding, Volvo bus wrap in Mumbai and Bangalore, complete train wrap in Mumbai, LED's at railway stations, national highway boom barriers, branding on truck backs, branding at the Delhi metro station etc. What makes it unique is that every media format had a customised creative designed specifically keeping in mind the size and media. The campaign was executed at Mumbai, Delhi, Bangalore, Pune and Ahmedabad.

MOMS was instrumental in planning the OOH media mix, which essentially revolved around these unconventional forms of OOH media. A city wise planning was done wherein the suitable media vehicles that were apt for this express pack were short listed. Branding options in malls and multiplexes were extensively utilised to target the youth. The idea was to create a forced visibility scenario wherein the target audience sees the message while traveling or while shopping in a mall.

Mukesh Manik, Man-In-charge, Encyclomedia Networks, shared some insights on the absence of an on-the-move beverage culture in India. "In India, we



Though company officials did not reveal the OOH spends for this campaign, it is estimated to be higher than their usual spends, since a range of formats and locations were leveraged, such as shopping malls, parking areas, elevators, escalators, trains, buses and trucks. Youth hangout zones had location specific messages, designed to break through the clutter and engage Sprite consumers.

With Sprite Xpress, Coca-Cola is going a step ahead in branding, by expressing the fact that the message has to be embedded in the medium.

Venkatesh Kini, Vice-President, Marketing, Coca-Cola India, says, "OOH advertising is not about a standard billboard any more. It is viewed by people who are always on the move, especially youngsters. This campaign is meant to strengthen the brand's (Sprite Xpress) youth connect."

With stunning creatives and appropriate locations, this campaign certainly succeeds in that endeavour •



choose to stop by at some place for tea, coffee and prefer to carry our snacks. This campaign will alter this trend by providing an on-the-go beverage option. Client cooperation was the key to the success of this campaign and once we had their support on the ideas, we designed and executed the campaign, which is probably the only one of its kind in the world, setting a new benchmark in OOH advertising."

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