

About the Client

The Coca-Cola Company is an American multinational beverage corporation offering more than 3500 products in over 200 countries, aside from its flagship product Coca-Cola. The company headquartered in Atlanta, Georgia with 123,000 employees across the globe.

The Coca-Cola Company is constantly expanding its impressive, vibrant portfolio with more than 500 new products brought to the market globally only in 2016.

About Kino-mo

Kino-mo Ltd. is an award-winning British company developing high-tech visual solutions.

From a start-up backed by world recognized investors and industry gurus Kino-mo has grown into a globally emerging company developing and delivering smart technologies that are as emotionally compelling as they are visually impactful.

HYPERVSN™

CLIENT STORY:



Challenge

The Coca-Cola Company was in urgent need to raise awareness of their new Juice and Soft drinks product lines across their target audience in Russia.

Solution

With the aim to create a unique promotional channel that will result in sales acceleration of the selected products the company chose to apply Hypervsn™ technology to market its new juices and soft drinks in one of the largest retail chains in Moscow. A set of stunning 3D hypervisioned videos of the beverages created by Kino-mo team was displayed on Hypervsn™ units located at customers' eye level.

Result

The Coca-Cola Company applied Hypervsn™ technology to promote two juices* and two soft drinks* within the framework of a four-week advertising campaign. The impact was truly spectacular.

Hypervsn™ campaign for one type of juice and soft drink allowed to achieve a 23.7% increase in sales volume and 46.7% growth in turnover. The figures for the second juice and soft drink products were also impressive. Sales soared by 9.3% and turnover increased by 31.1%.

Within the next four week post-campaign period there was a significant decline in numbers with sales dropping by 18.8% and turnover by 35.9% on average.

Overall, the data collected re-confirmed that the immersive shopping experience Hypervsn™ creates has full potential to become a game changer.

+15.9%

total sales volume

+38.7%

total turnover

kino.mo

Revolution in Every Dimension

*names of the products are not disclosed due to NDA terms