

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 HYPERVSN

HYPERVSN is a young technology company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. From our global HQ in London, HYPERVSN services our partners and customers across the globe.

CLIENT STORY: *Coca-Cola*

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

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

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