

BURNING 1 CALORIE IS UNBELIEVABLY EASY CHINA SAR

CATEGORY **DRINKS** | AGENCY **OGILVY & MATHER ADVERTISING, HONG KONG**
 CLIENT **COCA-COLA CHINA LIMITED (HONG KONG REGION)**



PRESENTER
JASLIN GOH
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Offering more than a decade of accomplishment-laden experience in Hong Kong and across the region, planning for a wide repertoire of brands, Jaslin is honored to be a three-time Gold EFFIE winner 2005-2007 and recently received a coveted advertising industry Asian Marketing Effectiveness best of the best PLATINUM award.



MAGAZINE

CAMPAIGN SUMMARY

It's always risky to go against the flow, but with the greatest risks come the greatest rewards. Bracing itself against a tide of 'healthier-to-drink' beverages, in a market where sales of Carbonated Soft Drinks (CSD) seem doomed to sink, O&M embraced the challenge to reeducate their client's target audience (age 20-29) with the ultimate goal of reversing Coke Light's decline in sales since 2002.

A simple but insightful strategy created newly associated models with the concept of 'light', by deliberately making the 1-calorie benefit shine. Through clever and unpredictable use of media, consumers were given a tangible quantifiable sense of what 1 calorie stands for. The delivery mechanism — a mnemonic character, 'Calorie Buster Coach', introduced daily trivial activities that easily burn one calorie.

This bold approach saw the product finally experience rare double digit growth of +21% vs 2005, even hitting its 2002 sales record. In a category overflowing with competition, exposing your perceived weaknesses can sometimes prove to be your strength.

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TVC