Problem
How does Coca Cola raise awareness of its pouch Honest Kids juices?

Solution
By posting OOH in specific locations to hit the brand’s target audience with fun, kid-friendly creative.

Background
The brand wanted to broaden its approach beyond the most affluent consumers and get into their everyday lives. It needed to raise awareness that it not only provided bottled teas, but also pouch Honest Kids juices and other products.

Objective
The brand hoped to reach past elitist areas, where it previously concentrated ads, with vibrant and more playful creative. It wanted to be viewed as approachable and focused on utilizing humor to connect with a wider consumer base.

Strategy
The media agency was able to recommend locations to hit the brand’s target audience, as well as assist in executing a creative campaign to achieve key goals.

Plan Details
Markets: Boston, New York, Denver, and Philadelphia
Flight Dates: June 5 - September 17, 2017
OOH Formats Used: Billboards, digital, transit, and street furniture