

SPONSORED CONTENT

TOP

CASE STUDIES

Shops

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CAMPAIGN: COCA-COLA SWELTER STOPPER
 CLIENT: COCA-COLA
 AGENCY: ESCALATE

Coca-Cola needed relevancy with young consumers that mirrored the same passion of generations before them. Escalate designed the Coca-Cola Open Happiness for Teens “Swelter Stopper” experience to ignite brand love amongst youth and to encourage them to share their love with friends through word of mouth (both real world and social media).

Our solution brings to life what it means to be Coca-Cola: to deliver ice-cold refreshment,



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to help others Open Happiness. Launched in 2010, the Coca-Cola Swelter Stopper, chilled to ice-cold temperatures, brings the Coca-Cola story to life and refreshes guests from the sweltering summer heat. Enter through a doorway that looks like the Secret Formula vault at the World of Coca-Cola in Atlanta for a unique set of six experiences that educate, engage, entertain and encourage sharing.

We connected with iconic brand partners and assets (Olympics, American Idol, Six Flags, NCAA, the U.S.S. Intrepid and more) and enhanced it with social media efforts. Coca-Cola Facebook & Twitter accounts plus swelterstopper.com all helped drive awareness and attendance.

Coca-Cola Swelter Stopper continues to exceed all objectives:

- Double-digit increases in each of four targeted brand health scores
- Teen guests told at least three teens friends about their ice-cold, refreshing Swelter Stopper experience
- 19,000+ consumer photos, 139,000 Facebook visits and a 1,000%+ viral rate

Escalate thanks Coca-Cola for the opportunity to partner with them on this project.

Our MISSION Escalate relationships to brand advocacy. Escalate adds measurable value to your brand and business through expertise in our two core Marketing competencies:

1. Experiential – Engage consumers/customers directly, through all five senses + emotion
2. Word-of-Mouth – Who says what about you, and how can you get involved in the conversation?

as we engage people with meaningful, authentic brand experiences that begin and sustain brand love, amongst your raving fans...and beyond.