

# See how Coca-Cola's Zero Sugar full-funnel sampling campaign successfully raised awareness with Grab

## Challenge

Coca-cola aimed to increase the consumption and penetration of its Coca-Cola Zero Sugar (CCZS) beverage in Vietnam. The challenge was to promote CCZS in the market and induce trials among the population as a 'zero sugar' option.

## Solution

Grab helped Coca-Cola to plan an omnichannel campaign using sampling exercises and in-app advertisements partnering with merchants to execute a full-funnel campaign. Users were exposed to Sampling Banner Ads and received CCZS samples automatically after checking out from partner merchants. This campaign raised awareness for CCZS, increased its consumption, and further penetrated the Vietnam market.

## Results

**13%**

**New user conversion** (repurchased in the next 30 days after receiving the sample)

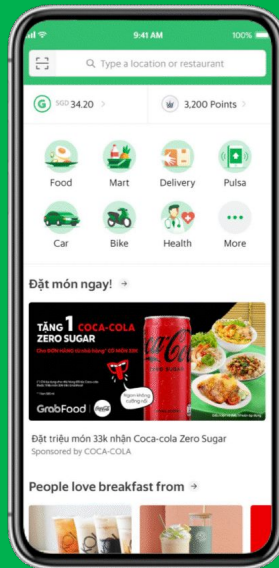
**+22%**

**Impact on Ad Recall** (45% impact on users who received the sample)

**+5%**

**Users said that they plan to drink in the future**

## Ad Format



Homefeed Banner

Campaign Period:

Target Market: Vietnam



Solutions:  
Sampling Banner Ads  
Always On Ad

Free Sample from Merchants' Menu

GrabAds

