



Sprite CHILL YOUR MOMENT

THE MAIN IDEA OF COMMUNICATION:
 THE FEELING OF HEAT, BOTH ON A PHYSICAL AND MENTAL LEVEL, IS AN ANNOYING FACTOR AND AT ONE MOMENT THE SITUATION CAN HEAT UP TO THE LIMIT AND GET OUT OF CONTROL. BUT IT IS EASY TO STAY COOL WITH SPRITE

COMMUNICATION OBJECTIVE
 MAKING DRINKING SPRITE ESSENTIAL TO COOLING DOWN. SPRITE CUT-THRU REFRESHMENT THAT COOLS YOU DOWN IN THE SWEATY HEAT OF THE OUTDOOR, MENTAL HEAT OF THE LONG DAY, PHYSICAL HEAT, HELPING YOU CON-TINUE YOUR DAY

MEDIA OBJECTIVE:
 IDENTIFYING KEY SIGNALS OF PHYSICAL AND MENTAL HEAT AND PENETRATING THOSE MICRO-MOMENTS THROUGH A KEY BRAND MESSAGE.



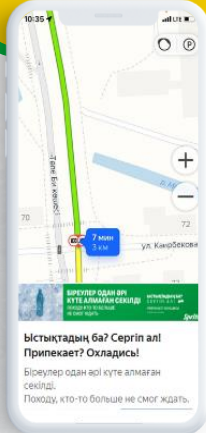
BASED ON KEY POINTS OF MENTAL HEALTH AND PHYSICAL HEAT AND, IN ACCORDANCE WITH THE TRIGGER, THE RELEVANT BRAND MESSAGE WERE DEMONSTRATED THIS SUMMER, SPRITE HAS HIT THE HEAT IN DIFFERENT MOMENTS

BATTLE WITH THE HEAT IN THE CAR
 YANDEX NAVIGATOR BANNER WHICH APPEARED WHEN THE CAR'S SPEED WAS ZERO, WE OFFERED DRIVERS TO COOL OFF BY DRINKING SPRITE

E-COMMERCE AGAINST THE HEAT!
 VIA ARBUZ.KZ WAS DEVELOPED SPECIAL SELECTION OF PRODUCTS FROM THE HEAT, WHERE SPRITE WAS IN THE FIRST POSITIONS. THE PROMOTION WAS CARRIED OUT BY INTERNAL RESOURCES: PUSH-NOTIFF., A FULLSCREEN BANNER, IG STORIES

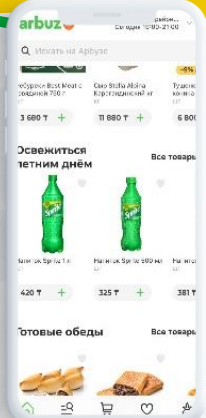
SPRITE: ALWAYS COOL, NO MATTER THE FORECAST!
 DEPENDING ON THE WEATHER CONDITIONS (HEAT, RAIN, CLOUDY), THE ALGORITHM-BASED SYSTEM SHOWED A UNIQUE MESSAGE

STOP AND CHILL
 OOH WERE ADAPTED TO THE WEATHER CONDITIONS. 3 TYPES OF CREATIVES: HEAT, RAIN AND WIND. 2 UNIQUE BUS STOP, SAVING PEOPLE FROM THE SUMMER HEAT BY SPRAYING COOL WATER AROUND EVERY 15 MINUTES.



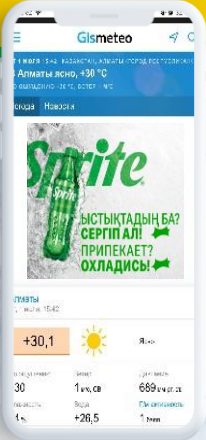
MENTAL/PHYSICAL HEAT

REACH **750K**
 CTR **0,63%**



MENTAL HEAT

+55%
 OF SALES DURING THE CAMPAIGN



PHYSICAL HEAT

REACH **500K**
 CTR **0,55%**

