

CASE STUDY FOOD & BEVERAGE DISTRIBUTOR

Coca-Cola bottlers and distributors drive point-of-sale purchases with Text to Win campaigns

Coca-Cola bottlers and distributors · North America

7+ years

Active with iVision Mobile

500+

Mobile campaigns activated

8

Bottler groups represented

THE RESULTS

iVision Mobile works with North America's largest Coca-Cola bottlers and distributors to create and launch cross-promotional Text to Win campaigns that drive purchases at point-of-sale locations.

**Text to Win at the point of sale**

Cross-promotional Text to Win campaigns give shoppers a reason to buy at participating point-of-sale locations.

**Compliance built in**

Every launch includes compliance training and education, disclaimer and POS signage review, and the winner selection process.

ABOUT THE COCA-COLA COMPANY

The Coca-Cola Company owns and operates 200 product brands worldwide and distributes 1.9 billion servings through 225 bottling partners across 900 bottling plants.

TOOLS USED

- ✓ Text to Win sweepstakes
- ✓ Keyword campaigns
- ✓ Compliance review
- ✓ Winner selection

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

Get results like these

Try iVision Mobile free for 14 days. No credit card required.

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