

SPRITE “HEAT HAPPENS, STAY COOL”

We worked with Sprite to amplify their “Heat Happens, Stay Cool” campaign promoting their new Zero Sugar beverage.

As part of a global marketing initiative **targeting Gen Z**, this campaign aimed to encourage staying cool in the heat.

Their goal was to **capture interest, raise awareness**, and **drive sales** among this demographic.

We targeted 18-24-year-olds in their daily living spaces across key UK cities, capitalising on their busy lifestyles and preference for on-the-go products.



OVERVIEW

Sector: FMCG

Target audience: 18-24 year olds

Booking details: 14-day nationwide campaign

Key partners: Sprite, Kinetic & Next-Gen Media

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The 14-day campaign achieved significant results:

- ❑ Generated over **11,000,000 impressions** among students, effectively increasing engagement.
- ❑ Contributed to their market share growth of **+0.6%** in the fourth quarter.

We proved to be a critical component in reaching the target audience, demonstrating the power of out-of-home advertising in **capturing interest** and **brand recognition**.

We conducted research with 1,000 targeted students and found that:

73%

Recently bought Sprite or intended to buy it soon.

78%

Feel it's an ideal advertisement within their accommodation.

66%

Are interested in buying more zero sugar beverages,