



Coca-Cola

**+22.6% Sales Value
from Streaming Night**

The Unmatched Power of Retail Media to
Boost Sales & Generate New-to-Brand
Shoppers

Coca-Cola is the world's most iconic soft drink and the leading beverage brand in Romania.



Strategy

Footprints AI and Coca-Cola built a retail media growth strategy based on occasion-led activation. Instead of broad awareness, the campaign targeted shoppers in real buying moments using first-party retail data and predictive AI audiences.

The strategy:

- Own Streaming Night as a repeatable growth occasion
- Activate close to purchase across in-store, on-site and off-site retail media
- Convert shoppers with relevant messaging delivered at the right hour, in the right mission
- Measure real impact using incremental retail sales attribution

Challenge

Despite strong category penetration, Coca Cola's demand was driven by routine purchases and price-based promotions, with limited occasion-driven growth. The brand needed to build incremental demand outside promotion cycles and win new buyers by activating a relevant shopping occasion.

Execution

The opportunity: Streaming Night – a high-frequency weekly ritual in Romania where couples and young households buy snacks and drinks for at-home entertainment. This moment was largely uncontested by beverage brands, leaving space for Coca-Cola to own it and turn it into a Category Entry Point for consistent growth.

Shopping Missions

Streaming Night is a recurring weekly shopping mission that peaks Thursday to Sunday between 18:00 and 22:30, when couples and young households prepare for at-home entertainment. These baskets are built around snacks first, then drinks, making it a high conversion potential.

Target Audience

The campaign targeted real shoppers based on purchase behavior and demographics:

- Active Coca-Cola Buyers
- Category Buyers
- Streaming Night Predictive Shoppers

Strategy At A Glance

Retail Network



National Coverage,
All Formats

Retail Channels

- **In-Store:** Digital Screens, Radio, InfoKiosk
- **Online:** web, mobile app, social

Media budget

- Duration: 8 weeks (Pilot Phase)
- Share of Budget: 25%



Streaming Night proved that when we connect media to real shopping behavior, growth becomes predictable.

Footprints AI has the power of acting on shopper signals.

Bianca Presada

Trade Marketing Director
Coca-Cola HBC Romania

COMBINĂ GUSTUL MESELOR DE ACASĂ CU O



ZERO ZAHĂR

Rețeta Momentelor Magice



Solution

The campaign activated Streaming Night across in-store, on-site, and off-site retail media using Footprints AI's closed-loop delivery. Messaging was dynamically aligned with shopping missions and evening consumption moments and optimized by region and audience. Creative A/B testing increased contextual relevance, including movie-themed variations and localized delivery in key urban communities.

Results

Streaming Night became a breakthrough growth driver for Coca-Cola in modern retail.

By shifting from broad awareness to occasion-led activation, the campaign generated real commercial outcomes, directly measured at basket and household level.

Growth in Household Penetration

The campaign delivered +14,800 New-to-Brand shoppers, proving that retail media can expand category penetration rather than only defend loyalty. Most new buyers came from competitor brands and neutral category shoppers, confirming Streaming Night as a scalable Category Entry Point for Coca-Cola.

Conversion Inside the Basket

The activation successfully converted Streaming Night into a repeat weekly purchase habit, generating +22.6% growth in Sales Value. This uplift demonstrates that shopping missions outperform demographic targeting when converting real demand.

Efficient Demand Generation

With 8.66X ROAS and +2.1 incremental units per converting shopper, the campaign generated profitable growth without relying on promotions.



Share of Budget

25%



ROAS

8.66X