

Coca-Cola "Twist off, Load up, & Cash in" Game



One of the most recognized companies in the world for more than 100 years, The Coca-Cola Company has established itself as the world's leader in manufacturing, marketing and distribution of non-alcoholic beverages.

The Challenge

The Coca-Cola Company was seeking to influence the purchase behavior of its target audience and develop a stronger brand relationship with a difficult-to-reach demographic. The Coca-Cola team wanted an easy-to-use promotion that would provide flexibility and efficiency in distributing rewards while positioning the Coca-Cola brand in the top of consumers' minds.

The Solution

With these requirements in mind, Coca-Cola turned to its internal interactive unit, RocketCash, to develop a Web-based promotion to deliver branded currency to participating consumers. RocketCash partnered with TSYS' Prepaid services division, an Atlanta-based company that develops electronic payment solutions and processes payment transactions. From this partnership emerged the "Twist Off, Load Up & Cash In" game, a program that allowed members to receive monetary rewards on their own Coca-Cola prepaid card, just for buying Coca-Cola products.

To earn rewards, members collected caps from 20-ounce bottles of Coca-Cola soft drinks. If the cap contained a 15-digit code, the user could easily redeem its value at www.flcokecard.com, an online rewards site. After redeeming ten codes, a Coca-Cola prepaid MasterCard was automatically sent to the participant. This card could be used to make purchases at more than 24 million locations that accept MasterCard. Once the card had been received, members continued to add cash to their accounts by redeeming additional codes. Another perk of the card was a barcode on the reverse side, which allowed members to receive special discounts at participating local merchants.

The program was supported by in-store merchandising activities, television and radio commercials. In addition, street teams attended a variety of public events, spreading the word about the innovative promotion.



Impact

Tens of millions of promotional codes were distributed by Coca-Cola. Consumer response rates exceeded expectations, and tens of thousands of Coca-Cola prepaid MasterCards were issued to consumers who redeemed ten or more reward codes. In fact, the rate of redemption increased tenfold once a participant received his card. TSYS' XML Web Services API supported the promotion by enabling real-time account creation and code value redemptions.

Conclusion

At the time of its launch in 2002, the "Twist Off, Load up & Cash In" game was the largest debit-based consumer promotion campaign in history. Each program participant carried the Coca-Cola brand in their wallet, reinforcing the customer relationship and driving impulse purchases in this highly competitive category.



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