Coca-Cola

ABOUT THE CLIENT

Coca-Cola is a world-renowned brand with over 3500 products in more than 200 countries. In Mexico, Coca-Cola is seen as so much more than a beverage company, they are a part of everyday life. When Coca-Cola needed a marketing breakthrough they contacted HYPERVSN.

METRIC

Results were measured by an independent agency - **Smart Intelligent Solutions Big Data**, who monitored the rise in sales, foot traffic and engagement over a 10-day promotional period. Through the use of installed cameras they were able to use AI algorithms to identify emotions, behavior, gender and the age of the viewers.

See Extraordinary
HYPERVSN

CLIENT STORY: COCA-COLA

CHALLENGE

Coca-Cola set out to strengthen brand awareness and increase sales of their dairy product - **Santa Clara** in Mexico.

SOLUTION

50 HYPERVSN Solo Devices were installed in 25 branches of Mexico's biggest cinema chain, Cinepolis. Awe-inspiring 3D holographic visuals of the Santa Clara product offering were displayed at eye level at point of sale.
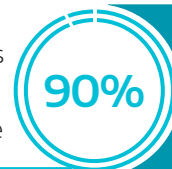
50 HYPERVSN Devices

in 25 cinema branches

3D CONTENT at eye level **at point of sale**
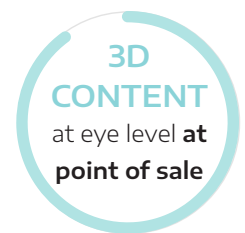
RESULT

Directly compared to other Cinepolis branches where the HYPERVSN Devices were not installed.
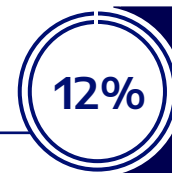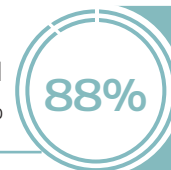
12% INCREASE IN **SALES** OF SANTA CLARA

Conventional advertising engagement lasts for 8 seconds on average. HYPERVSN captivated audiences for double that time.

90% OF THE **16K** VIEWERS STOPPED FOR AT LEAST **15 SECONDS**

The AI algorithm identified a delighted facial reaction (interpreted as emotion of happiness) from 88% of the audience.

88% OF THE **16K** VIEWERS SHOWED THE EMOTION OF **HAPPINESS**

OUTCOME

The results from this campaign have generated new interest from Coca-Cola and further campaigns are currently being scheduled. HYPERVSN creates an immersive, captivating shopping experience that effectively increases the attention span of consumers.

Find more HYPERVSN client stories on YouTube.