



2022

Fanta-stic Halloween

Strategy

Infect an over-serious world
with the power of playfulness

Advertiser



Agency

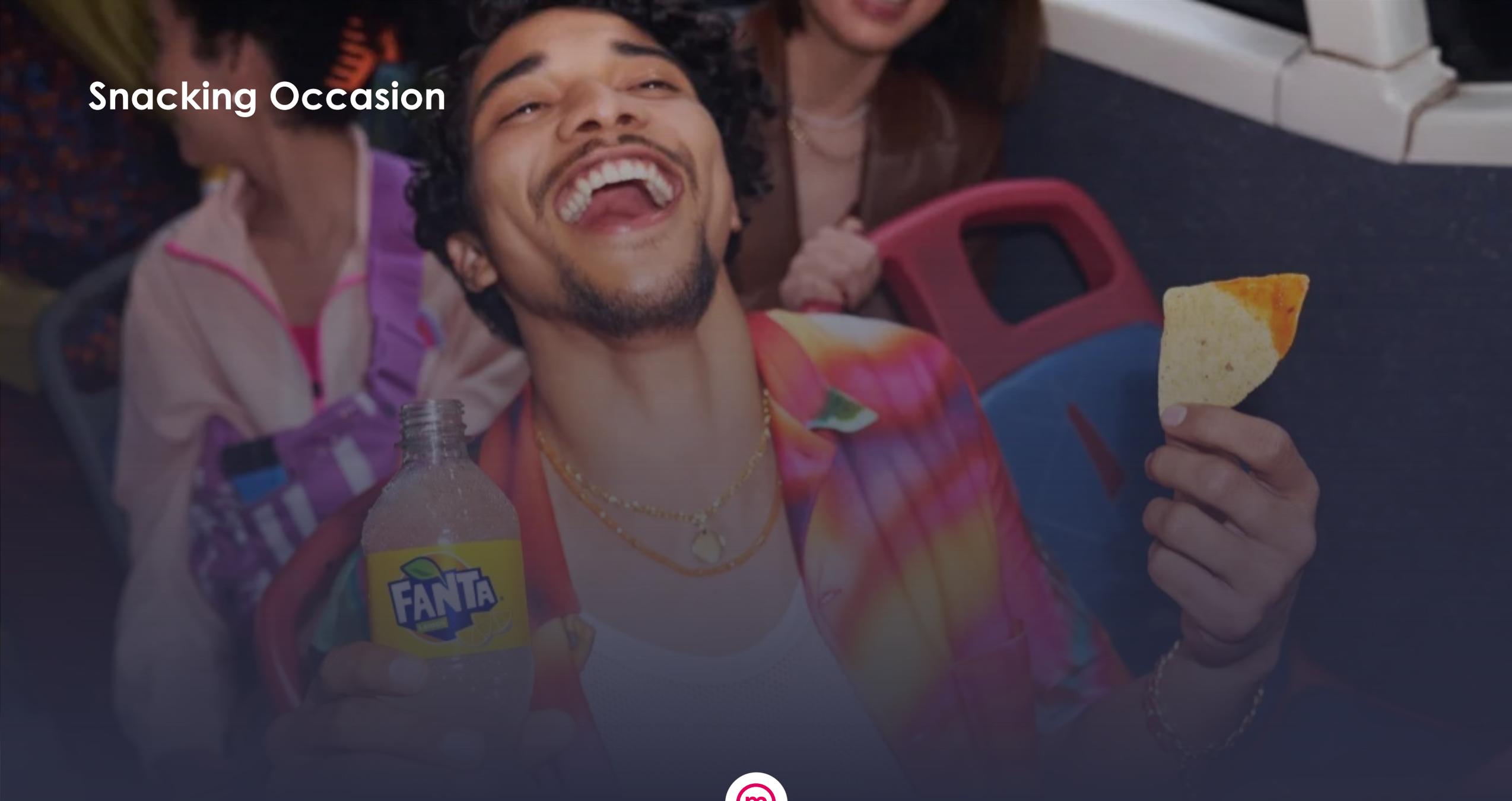
mediacom



Halloween = Fanta



Snacking Occasion



Colourful at heart



Objective: recruit new buyers (13-24) and generate incremental sales



Use Halloween as a snacking occasion to recruit new buyers (13-24) and to generate incremental sales, using Fanta's "colourful at heart" positioning.



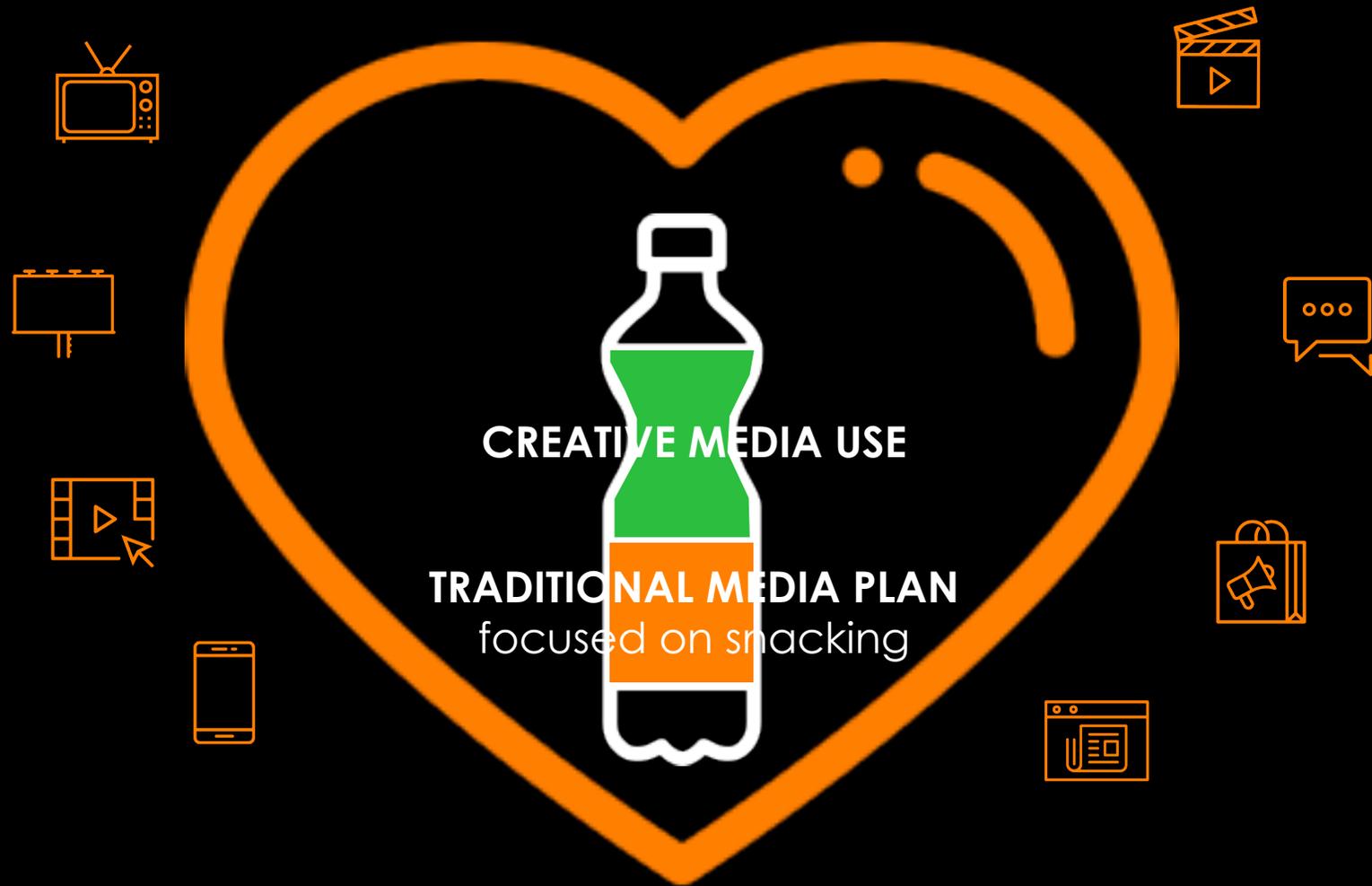
Approach: remain colourful at heart



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Approach: remain colourful at heart



Approach: remain colourful at heart





Media Results



Traditional Media Plan

- 96% reach on TA
- 30M contacts on TA

- 92% reach on total population
- 175M contacts on total population

- 81% memorisation among TA



Creativity & Experiences

- Walibi: Fanta Fright Shop
- Influencers: Spookup Videos
- Jump Scares
- OOH: Out of Haunted Show

- Influencers: 1.5M views
- Out of Haunted: 1.4M contacts



Business Results



3.9% increase YoY

- = volume increase
- = despite high inflation
- = despite already having high SOM
- = while 13-24 only represent 11% of total population



Why does this case deserve to win an AMMA Award?



Multi-layered strategy perfect response to briefing

Fanta's playful positioning at the core of the media strategy



Local productions for higher relevance

Impressive media and business results



Why does this case deserve to win an AMMA Award?

We hit the sweet spot:

