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**All 4 Ad Pause – Diet Coke Break
Simple but Smart**

Diet Coke



Category: Best Use of Innovation

Entry Details:

Client: Coca Cola

Product: Diet Coke

Entrant Company: Digitize New Media

Joint Agency: Mediacom – Egle Jankeviciene

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Background & Objectives:

Sometimes good ideas are literally staring you in the face, but you just can't see them. Sometimes the simple, most obvious ideas are ignored.

But sometimes if we're lucky, we get to ask ourselves "what if....?". Like, what if a brand famous for taking breaks, could take their own on the big screen?

Well, that's the case when Diet Coke became the first brand to run an Ad Pause campaign on a Bigger Screen Platform in the Irish Market.

Remember lockdown 3 when everyone was isolating and getting home deliveries? It meant less opportunities for brands to connect. Thankfully though, everyone was glued to their TV Screens. Which gave Diet Coke the perfect opportunity.

How could they capitalize on this captive audience and cut through with something simple and different?

The re-imagined innovative Ad Pause format had just recently been launched into the Irish market. It had been briefly available on Desktop a few years ago, now it was back and re-designed, it would in fact be the first innovative format to run on the All 4 Bigger Screen in Ireland. It was exciting for Digitize/All 4 Ireland to introduce a new non VOD product to the Irish market.

The team in Mediacom recognised this opportunity, as the perfect way to reach Diet Coke's Target Audience.

This Bigger Screen Format was a market first for Diet Coke and All 4 Ireland that smashed the brief of re-enforcing Diet Coke's positioning as the go-to refreshment for viewers when they stop for a break.

Diet Coke Objectives:

- 1) Build on the Break Occasion with context and environment The key break moments: break at work (office, home office or other workplace) and an everyday break during your daily routines, building on unwind, mental refreshment to pick me up again. To surprise and delight Diet Coke everyday moments to key consumer groups and loyalists
- 2) Drive brand distinctiveness: continuing to build on Diet Coke being synonymous with having a break to instantly achieve salience in the consumers mind.

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Insight & Strategy:

We all remember the “Diet Coke break”, don’t we? It was introduced back in the early 90’s with a hunky, topless construction worker who kept a group of admiring women in an office glued to their window every day at 11.30am.

Well, 25 years later Diet Coke still seeks to own this simple key association, to be seen as a refreshing drink you can enjoy when ‘taking a break’. Simple. And the brand continues to search for innovative ways to reinforce this simple message. That’s where All 4 came in.

We saw Diet Coke as a great fit for the new Pause format on All4 and offered it as an opportunity to become an exclusive partner.

It was a simple idea. Every time an All 4 User pressed Pause, the Diet Coke message would fill the screen and stay there until the user returned to view their content. Diet Coke would take full ownership of the All 4 screen when content was paused. Essentially creating their own “unique break”.

As this was the first Bigger Screen NON VOD format to run in the Irish Market, we reached out to the Channel 4 UK team for creative recommendations. The advice they gave us for the Ad Pause format was to keep the message simple (you see the theme emerging here, right?). The message “Give yourself a Diet Coke break” was agreed.

We used media to own a moment that’s important both creatively and commercially for a brand and that’s what content and creativity is all about. Simple but as Ogilvy said, “*big ideas are usually simple ideas*”.

All 4 was at the forefront of other BVOD players as an escapism content destination during Lockdown, viewers were swarming to All 4 to view their favourite shows. Streams were growing in fact Q1 views were up 119% vs 2020.

Viewers had more opportunities to view content at different times of the day because everyone wasn’t venturing far from their houses and the majority of people were working from home!

New viewing opportunities recognised:

- Lunchtime Viewing
- Morning & Afternoon Viewing (if isolating or off work/college)

We discovered this through our campaigns, they were delivered earlier in the day than pre-lockdown campaigns. We were still seeing strong evening views too.

This Ad Pause format was offered as an exclusive to Diet Coke which meant there would be no other Ad Pause campaigns running at the same time, which gave Diet Coke the perfect opportunity to reach their audience at all times of the day. Morning, Lunchtime, Evening even Late at Night while bingeing on Box Sets!

As an Exclusive Pause Partner on All 4 this unique solus break would have no clutter at all. Just a Diet Coke message filling the screen every time the content was paused.

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Most viewers probably don't intend to sit down and have to pause their content, however as we all know, ordinary life intervenes and viewers often need to pause their favourite show for various reasons.

Key break moments recognised:

- making tea/coffee/lunch/dinner
- answering the door to yet another lockdown delivery 😊
- taking a call
- or simply needing to take a minute during a marathon viewing session of their favourite show

Creating this unique user-initiated break across the All 4 BVOD environment would work hard to drive top of mind salience and deepen Diet Coke's connection with "breaks" and "having a break"

As this was the first time Ad Pause would run across the Bigger Screen platforms in Ireland, Diet Coke were also harnessing first-mover advantage, which also helped achieve their campaign goals.

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Plan & Execution:

The Diet Coke/All 4 Partnership was in place to run across our Bigger Screen & Desktop platforms in March & April 2021. Ireland was still in Lockdown 3 and as we mentioned earlier All4 was enjoying high levels of viewing during this period.

This was exclusive BVOD activity to All 4 as Diet Coke was not active on any other BVOD platforms elsewhere.

The innovative Ad Pause format allowed Diet Coke to engage & surprise their audience when a viewer pressed pause whilst watching the amazing All 4 content. The "Give yourself a Diet Coke break" message took over and dominated their screen and stayed there until they resumed play again.

As All 4 was a destination for escapism content during this period, it was the perfect environment to execute the message.

The top shows in March & April 2021 included:

- It's a Sin (Box Set)
- Married at First Sight Australia (Catch Up & Box Set)
- Gogglebox
- Made in Chelsea
- The Great Celebrity Bake Off
- The West Wing (Exclusive)
- The O.C.(Exclusive)
- Malcolm in the Middle (Exclusive)
- One Tree Hill (Exclusive)

These unique pause breaks offered the opportunity for the brand message to stay on screen for as long as the viewer chose, which could be five seconds or five minutes or longer while the content was paused.

As Diet Coke was an exclusive partner the Ad Pause format never stopped delivering throughout the day and through the night.

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Results:

Ok, so we can't tie this to actual sales results which is waaaay too tricky, but we do know the following:

1. The innovative Ad Pause Bigger Screen format was a market first in Ireland between Diet Coke and All4.
2. The creative, helped Diet Coke achieve its brand objective of becoming synonymous with taking a break in the minds of customers.
3. The unique user-initiated break surprised & delighted consumers when they chose to take a break, aligning Diet Coke to viewers' natural break moments and life's inevitable interruptions.
4. Diet Coke's Ad Pause (Desktop) in March had a CTR of 9.87% & April achieved 8.66%, both exceeded the UK Benchmark CTR of 7.5 %. In fact, no other Ad Pause on All 4 Ireland to date has a higher CTR than Diet Coke.
5. The value generated was 50% above the objective in March and an astonishing 84% above target in April. Over 1.3 million "unique Diet Coke breaks" were delivered.
6. The campaign was such a hit that the agency rescheduled it to run again later in the year in September and October.

And thankfully, the client was delighted. Ailbhe Henson Diet Coke brand manager added... *"We were thrilled to partner with All 4, by using the Ad Pause format we essentially created our own unique breaks, which really solidified our aim of being synonymous with "taking a break"! Being the first brand to use this innovative format on the Bigger Screens was a huge win!"*

The innovative Ad Pause format on All 4, shows how a simple idea can create a big impact on the Bigger Screen without a TV/VOD Ad!

Creative used:



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Screengrabs of the Diet Coke Ad Pause:

