



SITUATION

Barrilitos is a premium soft drink, born in Monterrey, Mexico, in 1938. It embodies the rich and diverse Latino culture. Coca-Cola launched this imported brand in the U.S. with a brand campaign in Q4 2024. This Spring 2025 campaign is an extension of the initial campaign to expand awareness and engagement in specific markets.

OBJECTIVES

Barrilitos' (Coca-Cola) goal is to establish a strong presence as a challenger in the competitive beverage industry.

The Barrilitos Extension campaign (3/12 - 5/5/2025) focused on increasing awareness of the brand in an authentic way, connecting with both shopper and consumer to drive trial and repeat, and challenge the category leader to capture share.

OPPORTUNITY

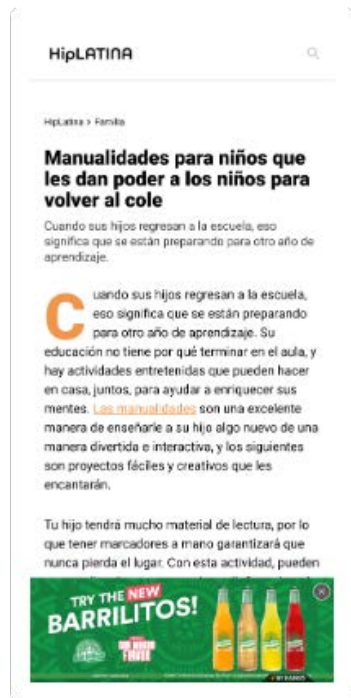
This campaign strategically sought Gen Z Hispanics (2nd and 3rd generation, 100% Latino/100% American or bi-cultural) and Hispanic families that consist of: Gen Z, Millennials, Gen X (1st and 2nd generation).

Leaning into the audiences that performed well in the initial launch campaign (Q4 2024), this campaign also includes Spanish language content to reach Gen Z Hispanic soda drinkers, RMN audience (A18-24 Hispanic and Hispanic soda drinkers A25-54.)

Barrilitos had an opportunity to continue the push to drive trial, repeat and become a brand ambassador in specific cities in California and in Las Vegas.

Omnichannel Campaign:

- Programmatic Display
- High Impact Display
- Programmatic OLV
- YouTube OLV
- OTT/CTV
- Streaming Audio
- Programmatic dOOH
- Instacart



Ad creative designed by separate agency.

KEY OUTCOMES

OUTCOMES

OTT/CTV UNIQUE HOUSEHOLDS

High Impact Display drove 10k ad clicks and .78% CTR. Higher than previous campaign results.

579k

Streaming Audio reached 458k unique HH with average frequency of 3x.

STREAMING AUDIO
Increased frequency from 1X

3x

OTT/CTV consolidated geotargeting and higher spend increased frequency from 1x in 2024 to 3x.

Programmatic OLV provided above benchmark VCR at 80% and 4x ads frequency.

High Impact Display CTR (from 2024)

+7%

Instacart provided 236k impressions, 1,500+ clicks, .67% CTR, sales (83% new to brand), {50% increase in sales during campaign, dropping after, showing clear incremental impact.}

High Impact Display CPC (YoY)

-13%

Instacart Units Sold

613

OPTIMIZATIONS & ADDED VALUE

- New audience platform segment was the top performing audience for standard **Display**, reporting a 0.17% CTR and a \$1.28 CPC.
- Soda purchaser segments from **RMNs** drove higher volume of traffic to landing page.
- **Broadcast Radio**: Added value \$42k in added spots, pop up events, ticket giveaways, and concert and spring training sponsorships.
- **Programmatic dOOH**: Added value in 223k extra impressions (\$2,500).