



CHELSEA CAPTAIN John Terry holds high the Coke Super Cup trophy after the match against the Thai Premier League All-Stars on Sunday. Chelsea eased to a comfortable 4-0 victory in the game.

## FACEBOOK, CHELSEA VISIT GIVE BOOST TO COKE BRAND

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THE NATION

Three days of activities, culminating in the entertaining Coke Super Cup game between Chelsea FC and the Thai Premier League All-Stars on Sunday at Rajamangala Stadium, have helped extend the Coca-Cola brand among young Thai fans, especially through social-media networks.

The number of views on Coke's Facebook page increased more than tenfold to more than 400,000 per day during Chelsea's three-day tour in Bangkok, during which a number of Coke Super Cup activities were held.

"For the Coke Super Cup, we wanted to reinforce our reach to teens through social media, and we implemented a special social-media programme on the Facebook platform," Chanisa Kaewruen, market-

ing director of Coca-Cola (Thailand), said yesterday.

Five Facebook users were selected via an online competition to be Coke Super Cup Reporters.

The five teenagers received special access to all activities conducted with Chelsea during their visit to Thailand. This comprised welcoming the Chelsea party at Suvarnabhumi Airport, attending the meet and greet with more than 20 of the English Premiership club's players, being part of a football clinic with young Thai players, and receiving a media pass that allowed them the unique privilege of getting onto the field and being up close and personal with the players. The five shared their experiences with

more than 65,000 fans on [www.facebook.com/cokethailand](http://www.facebook.com/cokethailand).

"This Facebook activity helped us reach teens and Chelsea fans in a very effective way," said Chanisa.

She added that Coke in Thailand had scored high marks among local soccer fans and stirred up their excitement and passion with the arrival of Chelsea FC, whose party was flown by the soft-drinks giant in as part of the club's Asian Tour.

Sunday's memorable match, attended by more than 50,000 spectators, was one of the biggest and most successful activities under Coke's football-platform campaign, she said. All 8,000 exclusive tickets assigned to the Coke Zone at the stadium were sold out many days before the match, as consumers redeemed their Coke bottle caps for a discounted ticket.

"Coke had great success with the Coke Super Cup tournament, as it has been revealed that there were as many as 2.94 million viewers nationwide of the live broadcast via TV Channel 3 on the night of July 24, one of the highest viewerships on television," she added.

"The company is confident that the good response from soccer fans to date will reinforce the brand's position and build local support for the Coke Cup, commencing in early August and the

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most renowned competitive football championship for talented Thai youths aspiring to achieve national status and fame as footballers," said the marketing director.

In a separate interview, Marcel Fenez, global leader for entertainment and media at Price-waterhouseCooper International, said social media were important for advertisers to create customer engagement and seek personalised interaction.

"Though social media account for a very small share of digital advertisement expenditures, the use of social media has become an effective way for companies to gain consumer insight," he said.

According to The Nielsen Company (Thailand), Coca-Cola (Thailand) spent Bt787.5 million on media expenditure in the first six months of the year, sharply up from Bt533.2 million in the same period last year. Some Bt484.3 million was spent on pro-

moting Coke soft drinks, against Bt330.5 million spent on the brand in the first six months of last year.

The Nielsen Company also reported a dramatic increase in Internet expenditures allocated by companies in the first six months, at about Bt227 million, up 69 per cent from Bt134 million spent in the first half of last year.

Meanwhile, Coca-Cola will this week launch new flavours of Minute Maid Pulp into the Thai market.

The official launch ties in with the recent Bt600-million expansion of ThaiNamthip, the Thai bottler of the soft-drinks firm.

The investment is in a new PET (polyethylene terephthalate) bottling line for juice and other non-sparkling drinks.