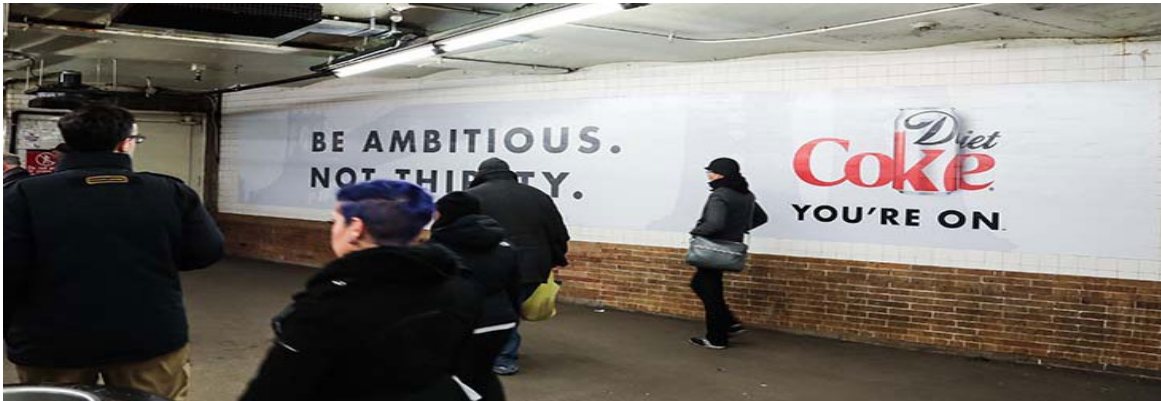


TESTIMONIAL Diet Coke



Audience

Adults 18+

Media Mix

Transit/Sampling

Market

New York

Objective

To celebrate ambitious individuals in their latest campaign, "You're On."

Rationale

Out-of-home surrounded consumers with the inspirational "You're On" messaging. Various media formats throughout both stations salute those who moved into the big city carrying only their minimum essentials to prove that they have what it takes to make it!

“Expanding Out-of-Home beyond traditional borders.”

With the convergence point of several train lines and the high foot traffic at both these station dominations, the opportunity for sampling distribution was maximized to its fullest potential. Not only did the sampling give travelers an additional boost, it also served as a first taste of the new size for many New Yorkers.