



Coke Zero SnapTag Program

Coke Zero's 2010 marketing tour uses SnapTags to engage consumers in experiential promotions at 900 events across the US



The SnapTag Responses Engage Consumers in:

- Instant Win Programs
- Scavenger Hunts
- Viral Initiatives
- Teaser campaigns
- An opportunity to opt into a mobile Relationship

The Coke Zero event management dashboard allows the event management team to:

- Customize SnapTag Responses
- Monitor real-time participation metrics

