

Business Studies and advanced marketing

How A Gorilla Marketing Campaign Generated The First Town In The World Where
An Energy Drink Outsold Coca Cola

Name

Institution

We all know how popular Coca Cola is. In many cities, Coca Cola is the biggest selling soft drink. There are plenty of examples where some soft drinks outsell Coca Cola in towns and cities around the world, but my case study revolves around the first energy drink to outsell Coca Cola in a city or town. The city in question is Auckland in New Zealand, and the energy drink is called V Power.

Essay Body

Coca Cola is the world's biggest selling soft drink with over 1.8 billions served every day. That is more than the amount of people who use Google, Facebook, Bing, and YouTube combined in just one day. (*BBC, 2017*). It is no wonder that Coca Cola is the biggest seller in most cities, but in 2009, the biggest selling soft drink in Auckland, New Zealand was V Energy drink.

The marketing team was able to dramatically increase sales through gorilla marketing. They started by contacting the local council members in Auckland to ask them permission to run a few gorilla and viral campaigns in the city. The idea was that the campaign would increase awareness of the new V Energy drink, and that it would create positive buzz about Auckland and even get it in the national press. The local council members agreed to go along with the process and to keep the V Energy drink's secret. The authorities were informed that certain elements of the energy drink's campaign were pre-approved and were not breaking the law. (*Coloribus, 2009*). With that agreement in place, the marketers started phase one, which was the random placing of branded traffic cones around the city. Over the course of six months, traffic cones started to appear in random locations and each traffic cone had the V Energy brand printed on it without fully explaining what V Energy actually was or what it stood for. According to the book "Communication in marketing," that is what first peaked people's interest. (*Chitty, Barker &Valos, 2011*).