



Community Stats

Regions:



Inventory:

102.311 current brand community members naturally growing by 821 members per week

Located in 11 countries in Europe

9.453 brand topics organically seeded

734.745 brand conversations per week

34.302 brand tags

Community Campaigns

Campaign Report:



Coke Girls Virtual Hawaii Beach
Total 13.765
F 11.032/M 2733
C 43.223 T 432 seeded
CROI: 41,1%
Sales Climate: good

Campaigns in Moderation:



World Cup Studios –
Coke Paparazzi Studios
Campaign size 13k
Approx. C 56.998



Broadcasting Tours –
Get them stories
Campaign size 9k
Approx. C 72.391

Community Conversations

Hot Topics:



This Goal was a mess –
How could they do it?

Brand Fit



drink because of Lehman's
keeper position



10 Good Reasons for your
girl-friend to stay at home
during the WM 2006



Hottest Members:



Mimo – Team leader
Germany and Friends



Belky73 – Football
fanatic – 73 post/day



Hottest Sub-Group:



The Ballackos – We wish
to be a star group



Community Bashing:



Coke PET Bottles stink –
Boycott Coca-Cola!!!



Coke Zero – Not tasty at all
– the Zero taste movement
has just begun?



Community Data

Industry Average

CVCI:	51,6%	7,1%
NPS:	67%	24%
WOM:	23,4%	4,2%
CROI:	32,9%	9,32%
CLV::	4,31y	2,1y
GRate:		1,23%
Sales Climate:	good	fair

Frequence

