

### *Coca-Cola Enterprises*

After noticing that a small format LCD screen would fit perfectly into the marketing window of Coca-Cola vending machines, AlivePromo contacted Coca-Cola Enterprises to explore marketing and advertising opportunities.

### **Digital Signage and Promotional Marketing**

After agreeing that the concept was viable, CCE executives identified several marketing initiatives in which the vendor digital signage could be used effectively.

#### **University of Minnesota**

At the University of Minnesota, which has over 50,000 undergraduate and graduate students, there were over 20 key vending machines located in high traffic corridors and walkways.

AlivePromo and CCE teamed with U of M dining services to promote retail openings

and hours, important public service messages, and Coca-Cola products targeting students. Trivia and other interactive entertainment was provided by AlivePromo to captivate interest.

*A digital signage vending machine at the University of Minnesota*

#### **Minnesota State Fair**

Every year Coca-Cola is a big part of one of the biggest state fairs in the country. AlivePromo teamed with AliveCompanies member Promotion Resource Alliance to coordinate a sidewalk art exhibition and a bottle sculpture contest. The exhibit and sculpture contest were promoted on Coca-Cola vending digital signage throughout the fair grounds.

More vendor digital signage images can be found at [www.alivepromo.com/retail/CocaCola/](http://www.alivepromo.com/retail/CocaCola/)

More information about AliveCompanies available at [www.alivecompanies.com](http://www.alivecompanies.com)

More information about PRA promotional marketing at [www.prawow.com](http://www.prawow.com).