

Call For Participants



'Share a Coke': the experience of costumers on Coca Cola marketing campaign

5 min(s) to complete

Prize draw

Online Questionnaire

Online

Bournemouth University

This study aims to explore the experience of customers on the 'Share a Coke' marketing campaign of Coca Cola in order to discover the theories underpinning the activities undertaken during the campaign.

Find out more online

Poster printed on 24/04/2025

More info
by scanning the QR code
or visiting the URL

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