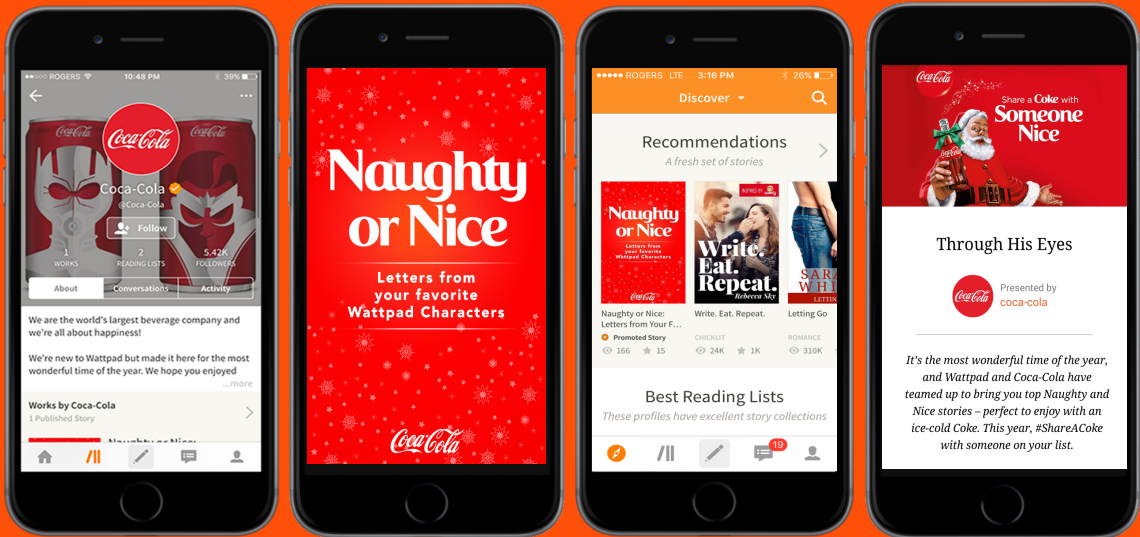


# Coca-Cola



## What we did:

Connected the Coca-Cola brand with all the positive sentiments of the holiday season.

## How we did it:

Coca-Cola tapped into fans of our most popular stories by having our Wattpad Stars write letters to Santa from the point-of-view of the main characters from their most popular stories.

## Results:

An integrated campaign that combined influencer outreach and branded content, garnered big results for Coca-Cola during the competitive holiday season.

# 63%

of Wattpadders who engaged with the campaign said they'd be more likely to enjoy a Coke the following week

# 10.8M+

minutes of engagement was spent with Coca-Cola content on Wattpad

[Click to see more](#)