COCA COLA | DRIVING AWARENESS IN VANCOUVER

CASE STUDY

During FIFA in 2026, Coca Cola used OOH to create brand awareness at the Vancouver International Airport

Over 2 in 5 Airport Visitors noticed the Campaign

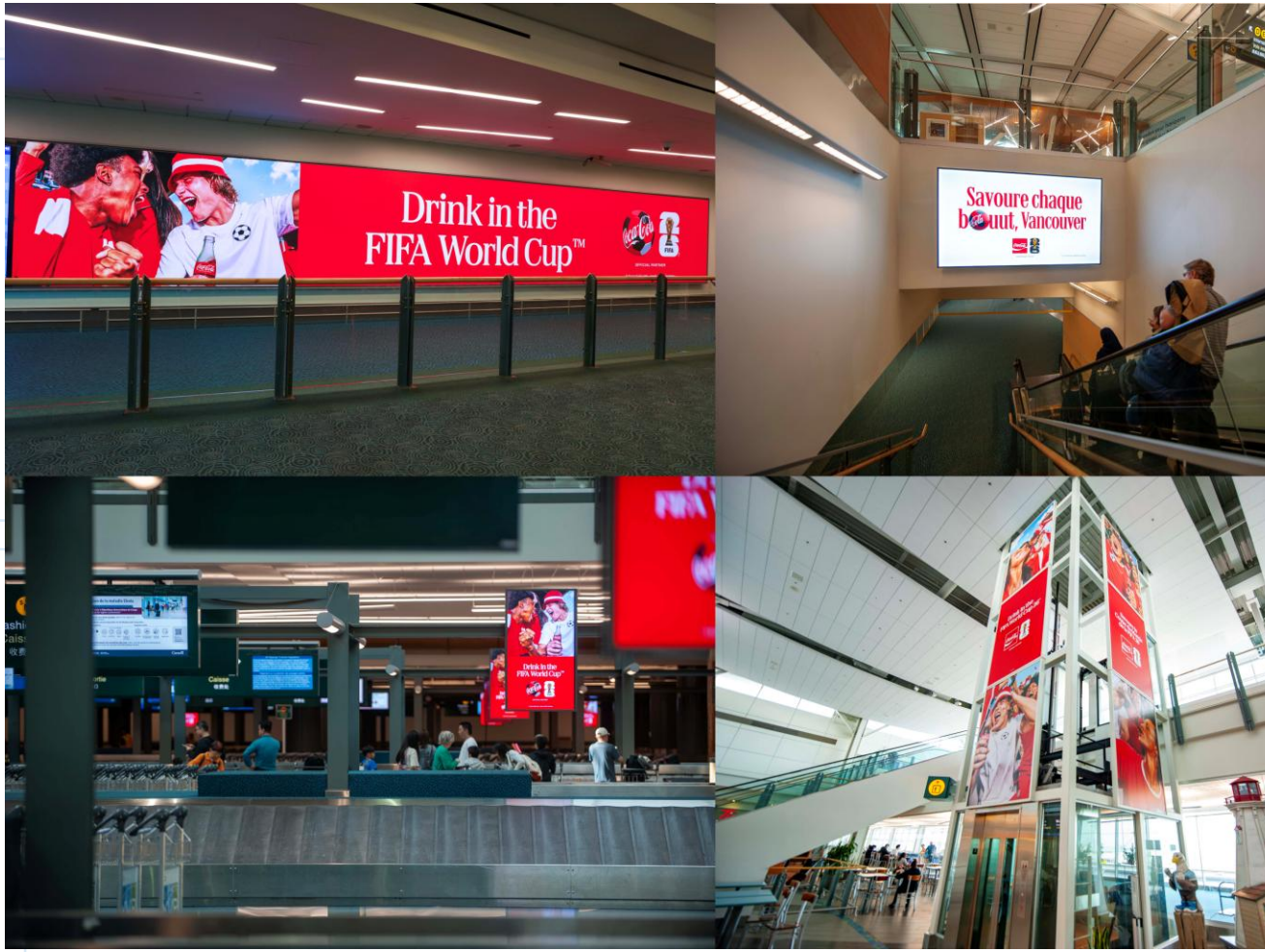
Recall Among Other Key Impacted Audiences

- **65%** FIFA 2026 Attendees
- **62%** Business Airport Travellers*
- **53%** Gen Y *(A29-44)**
- **51%** Soccer Fans
- **48%** Visible Minorities
- **48%** Weekly Transit Riders
- **47%** Gen Z *(Age 18-28)**
- **40%** Past Month BC Place Visitors

86% took some form of action after seeing the campaign

Top Actions Taken Among Those Who Recalled

- **70%** Any Online Action (example: searched for more information, browsed products on website)
- **45%** Purchased **Coca-Cola** in store or online
- **25%** Consumed **Coca-Cola** while watching the FIFA World Cup at a restaurant
- **19%** Talked to friends or family about the **Coca-Cola** FIFA advertisement
- **15%** Recommended **Coca-Cola** to others
- **14%** Joined the FIFA World Cup 26 Collectible Country Cans Contest via its brand website



Source: PATTISON Recall Tracker Study, Filtered on: Vancouver YVR Airport Travellers (n=231) in July 2026 via Dynata online panel
**Caution low sample size*

PATTISON Research