

Best Email Opt-in or List Growth Campaign
Silver B2C
Coca-Cola – My Coke Rewards Community Invite Email

Brand/Client Side Team:
Bill Biggers

Vendors/Agencies:
Yesmail

MarketingSherpa Summary – Why They Won:

Every quarter, Coke reaches out to a select group of My Coke Rewards members to join the online community. And for this invite, they developed a message that highlighted the benefits of that exclusivity: The chance to brainstorm with the team on new program ideas, provide feedback to improve the community, and get a first look at new offers.

Sorry, but the judges promised this winner we'd keep their results private. But the campaign delivered a significant boost in community members in the team's target age groups.

From Their Nomination Form:

From the imagery to the copy, this message creates a strong incentive to be a part of a select group of individuals who can shape the future of My Coke Rewards for all members – and the results were exceptional.

SL: Help us shape the future of My Coke Rewards



You have "xPoints" points | Enter some codes | Sign into your account

Pick up points | Spend your points | Get extras & exclusives

Forward to a friend

We want you (and your big ideas)



My Coke Rewards is getting bigger and better, and we want you to help build our future. We love your enthusiasm for the program. That's why we're inviting you to join the exclusive My Coke Rewards Community.

As a member of our Community, you provide insight into current and upcoming programs, chat and brainstorm with the My Coke Rewards team and fellow Community members, and learn about new offers before anyone else.

Community Members' feedback this year helped give mycokerewards.com a bold new design that's faster to use and easier to get around. But the work's not done. Get involved today and make a difference at My Coke Rewards.

[Become a Community Member](#)

Check out all the refreshing ways to boost your point balance



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