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COCA-COLA AT NACS

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# Coca-Cola at NACS

MAKING THE BRAND POP

1 (800) 247-4302  
INFO@CZARNOWSKI.COM

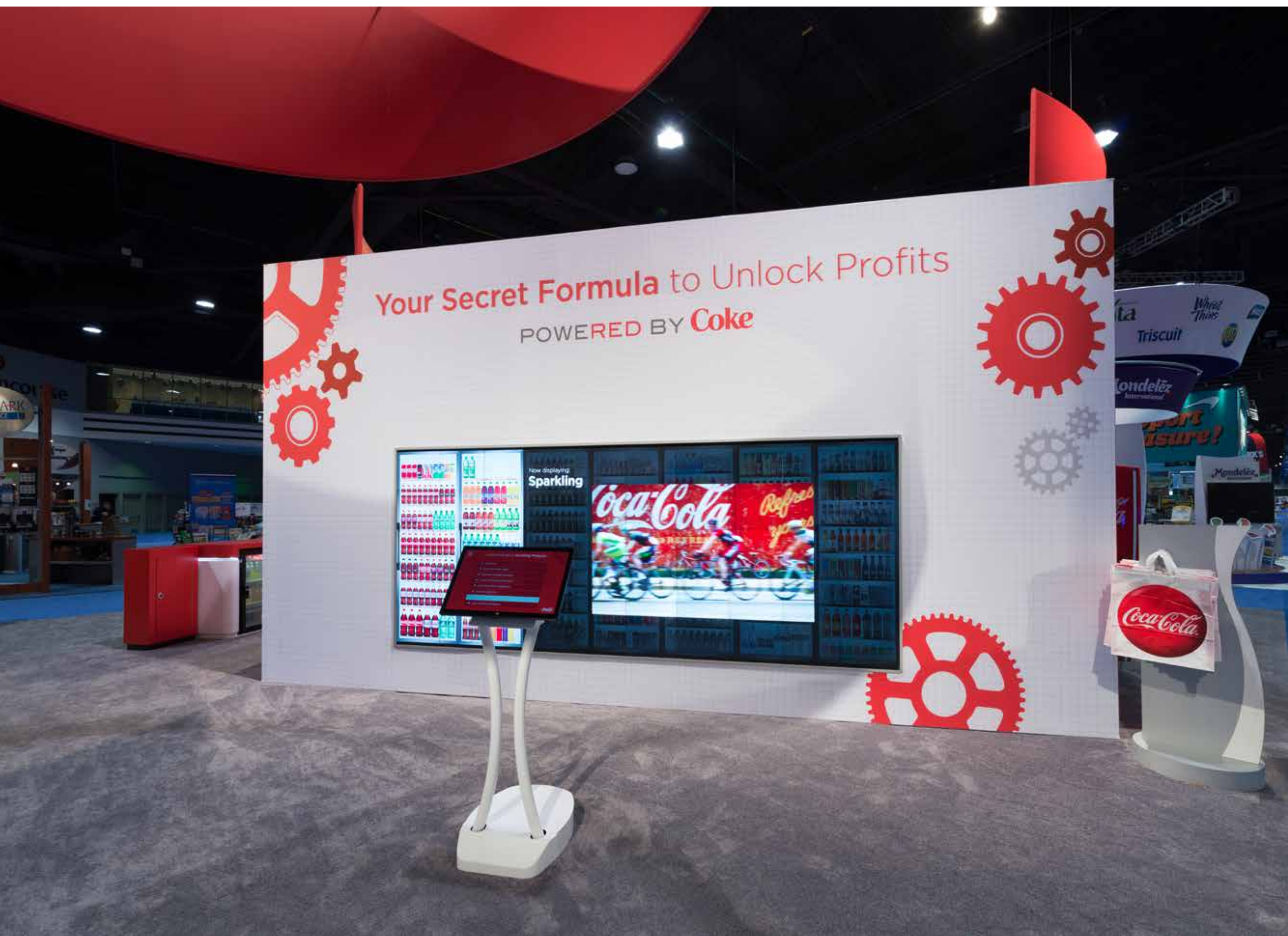


## Challenge

To help the Coca-Cola brand stand out to convenience store retailers through a personalized customer engagement at their biggest show, NACS.

## Solution

A virtual Digital Cold Vault beverage cooler display stocked with Coke products to appeal to different buyer groups—in a life-size, real-time format.





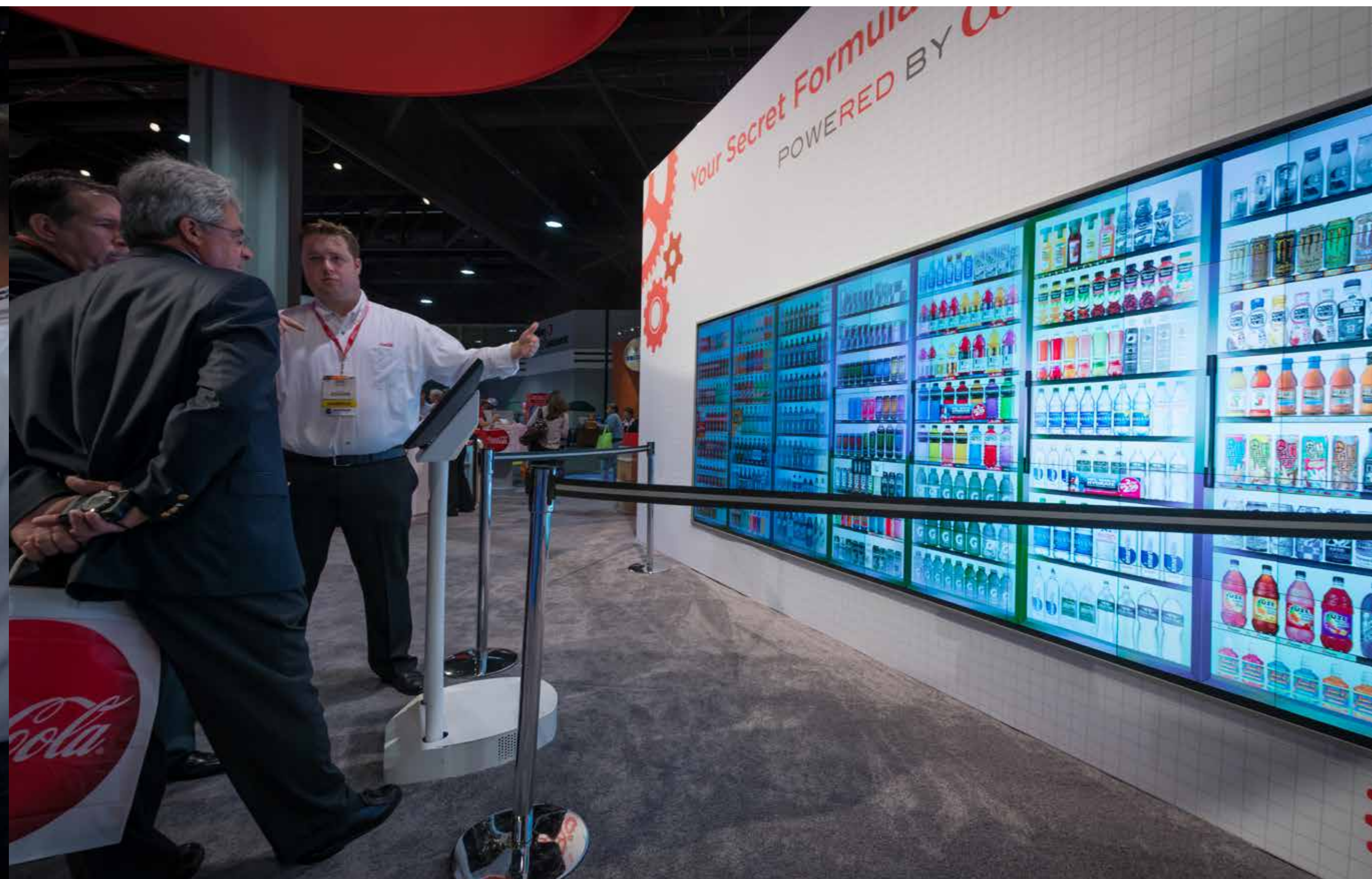
Controlled by a Coke representative through an interactive kiosk, the Digital Cold Vault displayed multiple product combinations on 60 video microtiles that merged to create a digital cooler wall.

Product information and videos were also programmed into the experience, allowing visitors to learn more about Coke's newest product innovations.

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Interacting with convenience retailers at NACS is important since they literally “shop” for products at the event.

**Over 120 retailers engaged with the Digital Cold Vault during the show, many staying for over 15 minutes to discuss shopper strategy with Coke’s show reps.**



Say hello.

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