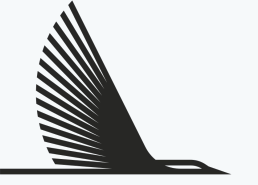


# Volta's Media Network drives brand sales



## Objective

Coca-Cola wanted to utilize Volta Media's™ Digital Out-of-Home (DOOH) network to drive sales for their Sprite, Seagram's and Fresca brands over the winter holidays.

## Results

**\$2.51MM**

Attributable  
Sales

**+56%**

ROAS vs.  
Industry Average

**+8.2%**

New Brand Buyers

**+7.6%**

New Category Buyers

