

Coca-Cola relaunches "Mystery Shoppers" in Lagos



Coca-Cola Nigeria has relaunched the Mystery Shopper campaign activation as part of its 125 years celebrations which was held recently. First held in 2010, the campaign uses experiential marketing tactics where several Mystery Shoppers around town surprise anyone found drinking Coca-Cola products and give away instant financial prizes. According to Austin Ufomba, marketing director of Coca-Cola Nigeria, every day in the month of June and beyond, 'Mystery Shoppers' will go out and randomly reward consumers in various parts of the city of Lagos after engaging them in a discussion on why they prefer Coca-Cola products.

For more, visit: <https://www.bizcommunity.com>