

Facebook slideshow boosts Coke Studio Africa in Kenya, Nigeria

The newly launched Facebook slideshow offers a new lightweight video ad, made from a series of still images, which is easy for advertisers to use and engages its audience.



"This is a new tool and ad format to help businesses big and small take advantage of video more easily while using less of a person's data plan. The power of visual communication is real; we have already seen strong results from Coca-Cola in Africa and look forward to working with more businesses in Africa as we roll out over the coming weeks," says Nunu Ntshingila, Head of Africa Facebook.

"We are constantly working to build ways for people to connect through Facebook regardless of connection speeds and device types. This also means helping marketers reach people in the best way, and that means creating solutions to make this possible in different environments."

Coke campaign

Coca Cola in Kenya and Nigeria ran a video ad to raise awareness of the new season of its show, Coke Studio Africa. To extend the reach of its ad to people within their target audience who were on slow connections or feature phones, it took high-resolution screenshots from the video, uploaded them in sequence along with some basic text and ran the story as a slideshow on Facebook.

"We are pleased with how the Facebook slideshow campaign performed across our key markets in Africa particularly in Nigeria and Kenya," says Ahmed Rady, Marketing Director, Coca-Cola Central, East and West Africa. "The campaign reached 2 million people - twice the goal - and had a 10 point increase in ad awareness in Kenya. We recognise that our consumers may have constraints when accessing video content hence the slideshow option by Facebook is spot on in enabling us to deliver impactful and quality content. We are excited to use the slideshow feature to deliver high quality content from Coke Studio Africa to our consumers on the continent."

Slideshow benefits

- Gives all businesses the ability to create video assets: slideshow reduces the need for video production time and resources. Businesses can use its own images or simply pull stock imagery from our library.
- Reach more people with video on all devices: the smaller file size helps advertisers reach more people with eye catching video ads regardless of device or connection.

- Takes up less data: a 15-second slideshow can be up to five times smaller in file size than a video of the same length.

To view the campaign, [click here](#).

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