

1982 Sprite



Chateau Lafite 1982 is an extremely premium and prestigious wine in China. For 30 years, young people who could never afford such luxuries would joke about having a '1982 Sprite' when they had experienced something frustrating, shocking or to celebrate.

To tackle declining market share and relevance in China, in July 2023 Sprite decided to tap into this longstanding meme, launching the limited-edition 1982 Sprite in China, humorously replacing the expensive 1982 Lafite wine with Sprite as a symbol of luxury.

The launch was accompanied by a satirical video mocking wine tropes and promoted through a live-streamed auction on TikTok, where over 100,000 bids were placed. Influencers shared food pairings and helped spread the campaign, which led to widespread availability on e-commerce platforms, supermarkets, and pop-up "Chateau Sprite" tastings.

The campaign garnered 8.1 million engagements, 5.1 million live-stream views, and RMB7 million (\$980,000) in sales on launch day, with 2 billion impressions and the Sprite TikTok store becoming the top seller on the platform.