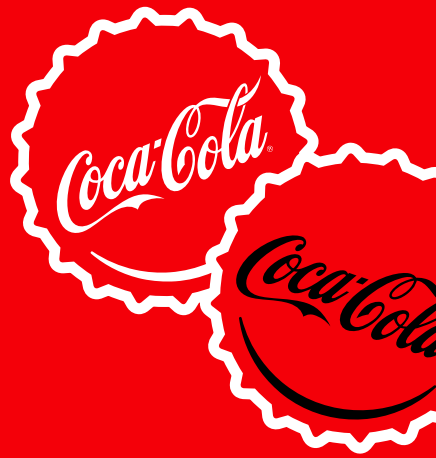
THE Coca-Cola COMPANY



share a Coke®

BEST CREATIVE MEDIA USE

THE BRIEF

REINVENT & MODERNIZE ONE OF THE MOST SUCCESFUL CAMPAIGNS OF COCA-COLA's HISTORY

PREVIOUSLY LAUNCHED IN 2011

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THE INSIGHT

Younger audiences have reinvented the meaning of ‘share’. Every share is more than a gift, it is an attempt to make an authentic connection with another.

46%

say they consider loneliness a personal risk over the next 5 years.

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OUR SOLUTION

REINVENT THE STANDARD MARKETING APPROACH
FROM REGULAR ADVERTISING
TO **IMMERSIVE & ENGAGING LOCAL EXPERIENCES**

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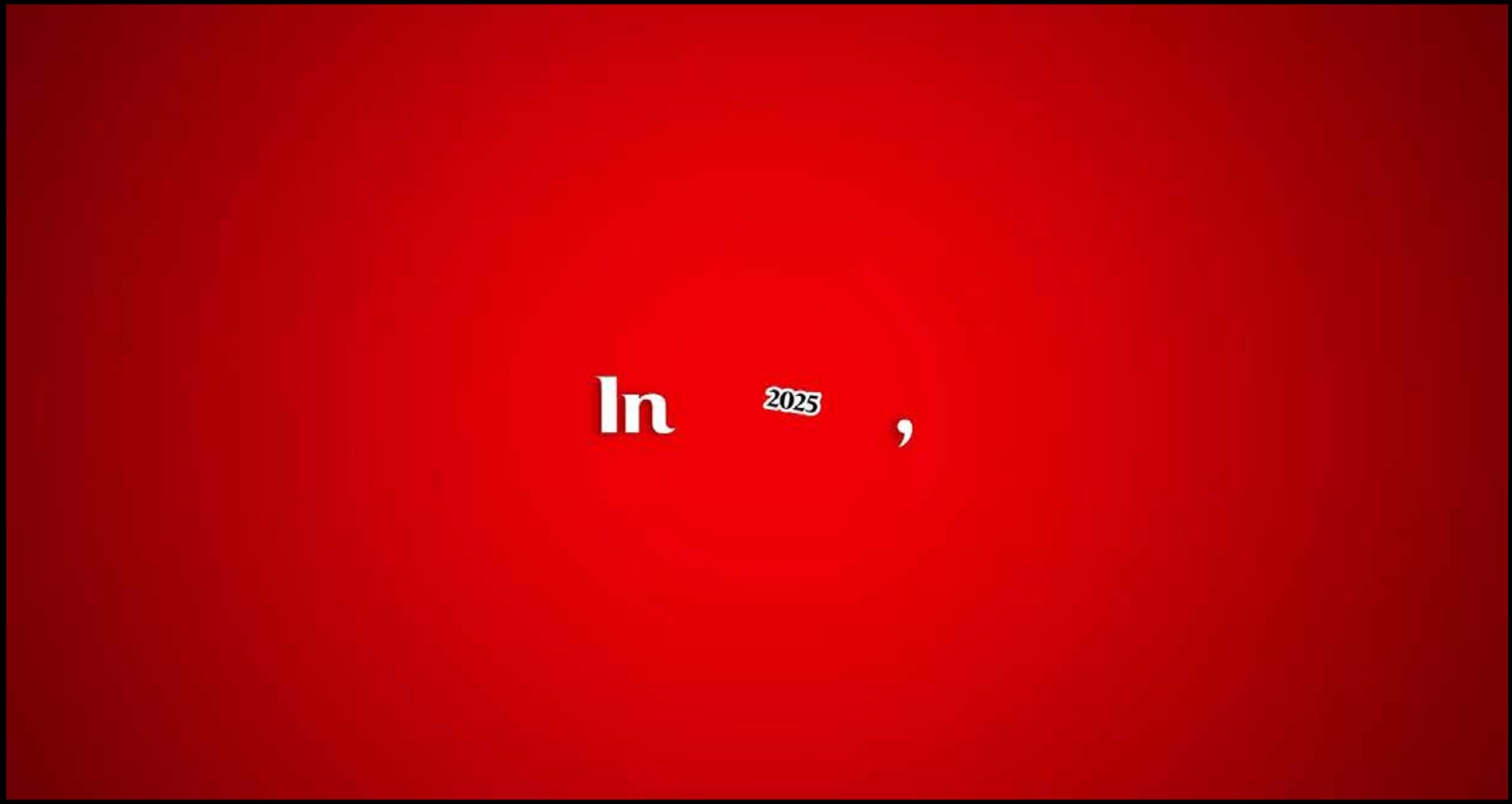
RANDOM SHARES
Antwerpen, Gent & Liège
SHARED SIPS BILLBOARDS
Antwerpen & Brussels
share a Coke with Friends
enjoy!
ICE COLD
AHHH!
in Antwerpen
THE EMERGENCY BOXES
Antwerpen & Brussels
5 INNOVATIVE & CREATIVE PILLARS
CGI VIDEOS
Antwerpen & Brussels
RANDOM SHARES
Brussels
THE MAZE
Antwerpen



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WHY DOES

DESERVE AN AMMA AWARD FOR

BEST CREATIVE MEDIA USE?

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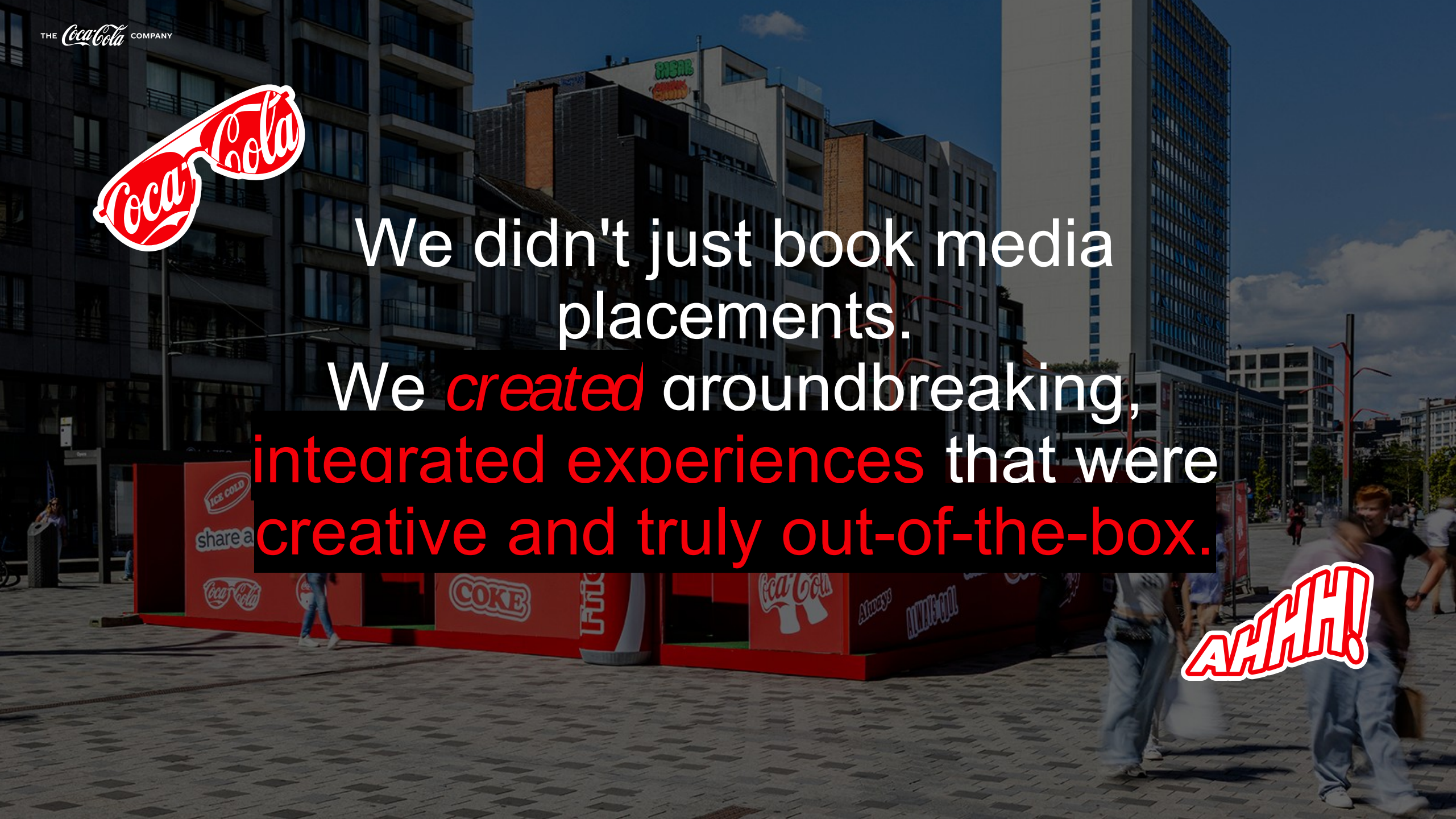
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Coca-Cola
We didn't just book media placements.
We *created* aroundbreaking, integrated experiences that were creative and truly out-of-the-box.
ICE COLD
share a
COKE
AHHH!

We achieved high authentic engagement and delivered significant brand results, demonstrating the profound value of our creative media strategy & use

rings me happiness”: 40% | +1,3% | Index 109

t energizes me”: 48% | +1,6% | Index 143

ares my values”: 29% | +3,3% | Index 101

2.4M Random Shares

443 visits/hour The Maze

28.195 Personalized Cans Distributed

16.1pt Increase Younger Base

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Our media was the message of sharing, designed to actively foster connection, not just talk about it.

Proving that media can be a force for positive social impact and brand success.

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THE Coca-Cola COMPANY

Coca-Cola

Real Magic™

share a Coke®

ICE COLD

THANK YOU!

Real Magic™

AHHH!