

Coca-Cola Experience Center

Objective to create an Experience Center - The Happiness Factory

The Moon Beverage Coca cola Factory, Greater Noida wanted to showcase their Brand's exciting history, evolution & their world class manufacturing process, live. This led them to create an experience center - The Happiness Factory. Tagbin aimed to meet the required objective in an innovative & engaging manner by deploying advanced solutions.

Client: Coca-Cola

Location: Moon Beverage Coca cola Factory, Greater Noida.

Project Execution Year: 2017

Area: 10,000 sq.ft.

The Making for creating an Experience

When an event is compiled into a fun game it leaves an everlasting effect. First we register at the counter and soon as a person walk over the floor will find it being manifested into a drawing of a coke bottle. Once a person start walking over the bubbles will see them disappearing on each step.

Another activity welcomed the guests to connect their android cell-phones with a bigger screen on the wall. Certain fun-oriented questions and answers were asked and results updated on screen.

Third installation took audience to a virtual jumping game. We used gesture based technology where a person can see his/her jumps on-screen. It was simply an engaging activity and a funny addition in the entire event.

As you move further will find different walls loaded with information based on the Coca-Cola facts. The walls turned into books of education spreading stories about the brand and its history.

One amongst all was an activity planned application. This offered people to participate in a creative manner. Here the person get a chance to paint their own bottle virtually, which altogether is a submerging experience.

Last but not the least, in a world of selfie, we set this larger than the life screen on one wall with a polar bear welcoming the guests. People stood in front of the screen and found themselves being captured in a frame with polar-bear beside.

Types of technology used

Tagbin deployed Interactive mediums such as gesture based technology, android application, photo booth and sensor based technology.

Overall Impact of the show

People, especially the youth of today was given a medium to interact with the brand in way they like. Coke is the oldest of beverage products and wanted to outcast its presence amongst new competitors in the market by means of new age interaction technology. The technology which can talk straight with the

youth. The zone offered a conversational & interactive experience to its visitors while communicating brilliance of an organization's ethos.