



Our product needs to focus on the European market, with research showing that the top three (3) countries for soft drink usage in Europe are Germany, France and Italy. The only thing in common with the markets is cost is a factor—so our solution cannot adversely affect price of the product.

*Early plans/ Main idea:*

1. Logo - Coke has just changed the logo in 2009 - therefore we decided not to touch it.
2. 3D interactive campaign like Lego's catalogue or the VW Beetle Ad- decided this was the option to go with on the cans, packaging, banner ads, etc.

For example:

<http://www.digitalbuzzblog.com/volkswagen-new-beetle-augmented-reality-ads/>

<https://www.youtube.com/watch?v=xcSZjLWaAMA>

What are we working on:

1. Looking to create limited edition bottles/cans – we need to have designs/patterns that will be interesting and could be used for the 3D access. Working on 5-6 possibilities.
2. Designs will be unique and have movement. There will be a QR code on the can that will link to the app that need to be downloaded to be “seen the moving design”.
3. “Active” Posters and Ads - Bus Stops, Metro, S-tog, Shopping Centres. Again, link with designs and 3D effects. Perhaps posters can link with a “star” (still just a possibility).

Some extra add-ons:

1. Coca Cola has an agreement with Spotify - could be offered as a prize (free song, free month, etc.)
2. Fanta currently has a campaign on facebook where they are giving away an ipad air - could be result of a campaign with the 3D. Social Media Marketing: In interest of the campaign and regarding the target group. we think that FB and Instagram should be involved and that`s why the “most liked crazy/cool photo taken in front of any of the Fanta advertising posters will be published directly at the channel for example with ”#fantapfotomadnezz” or other. That way the users will be stimulated to spread the news themselves between their friends at school and social networks. 2. The most “liked” picture at certain time will be printed on a limited series cans as for example showed at the image.