PROPOSAL

TEAM MEMBERS:

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INTRODUCTION

The concept behind proposal is Tropical Fanta will target ages 13-20. Fanta's next new campaign includes:

- Television advertisements
- Advertisements for magazines, bus shelters, bill boards, etc.
- Posters
- Online banner ads

The brand presents six (6) limited edition cans using QR-codes and Augmented Reality to involve the consumers and invite them to have fun and be creative.

RESEARCH

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. While there are some differences in flavours, cost is one factor that most European countries share. Due to this factor, our solution cannot adversely affect the price of the product.

Additionally, the top flavours within the European market are:

1. Orange
2. Lemon
3. Zero Orange
4. Exotic
5. Shokata (Elderflower)
6. Strawberry
7. Grape
8. Zero Lemon

Early plans/ Main idea:
1. Logo - Coke has just changed the logo in 2009 - therefore we decided not to redesign it.
2. Augmented reality 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.
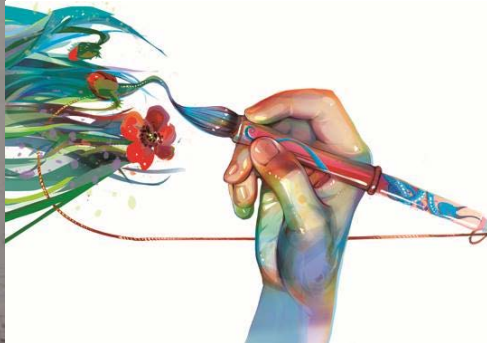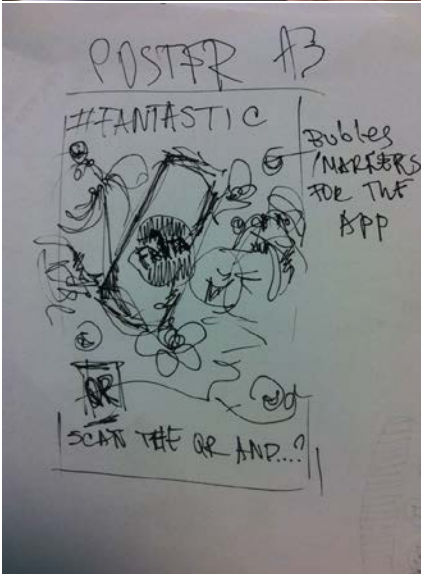
For example:
http://www.digitalbuzzblog.com/volkswagen-new-beetle-augmented-reality-ads/
https://www.youtube.com/watch?v=xcSZjLWaAMA

Brainstorm/mind mapping

Inspiration/moodboard

FINAL IDEA FOR CAMPAIGN

1. **THE AUGMENTED REALITY (AR) CAMPAIGN**

   The AR campaign will focus on creativity through various forms of media advertising for Europe. New artwork has been designed for the cans, as well as new packaging to create a colourful six-pack.

2. **THE CAN**

   Six (6) limited-edition cans have been designed to inspire the consumer to be actively involved in the product, through direct interaction with the augmented reality, as well as being creative and designing their own cans. There will be a QR code located on the cans that will link to an App in the App Store. This app is required in order for the pattern to come to life.

3. **APP**

   Creation of an App that allows the user to see the movement on the cans and posters. The app will also include a design feature that allows the user to design their own patterns, and if they choose, upload their own photos.   The consumer will have the choice of various filters in order to create their own pattern. Filters such as: Picasso, Van Gogh, Renoir, Salvador Dali, Pop Art. Photos are not mandatory and will only be accessible by a "personalize" button.

4. **POSTERS AND ADS**

   There will be posters and advertisements that will have matching patterns. These posters and ads also have a QR code which links to the App. As with the cans, the posters and ads will come to life, which will add to the hype and consumer engagement. Through the posters and advertisements, the consumer will learn more on the contest—which is not accessible through every can. It will provide the information that the consumer needs to find a hidden icon on one of the cans in order to participate in the contest.

CONTEST

1. Find the hidden icon/symbol and win a trip to an exotic location (Locations chosen by Fanta-but various possibilities based on where the winner lives). When the pattern is viewed through the app, the consumer will have to find a hidden icon that is found in the Augmented Reality. When this icon is found, the consumer can then post it directly from the app to Instagram, Facebook or another Social Media through use of a special hashtag.

   Fanta will feature the different photos and videos on their social media so that others can like and comment on the posted items. Fanta will have right to reject any photo that could be construed as vulgar, or in bad taste.

2. Limited edition cans, done from the consumers' designs and/or photos. The winning design featured on a limited edition can. These designs would also be chosen through a voting process, similar to that stated above.
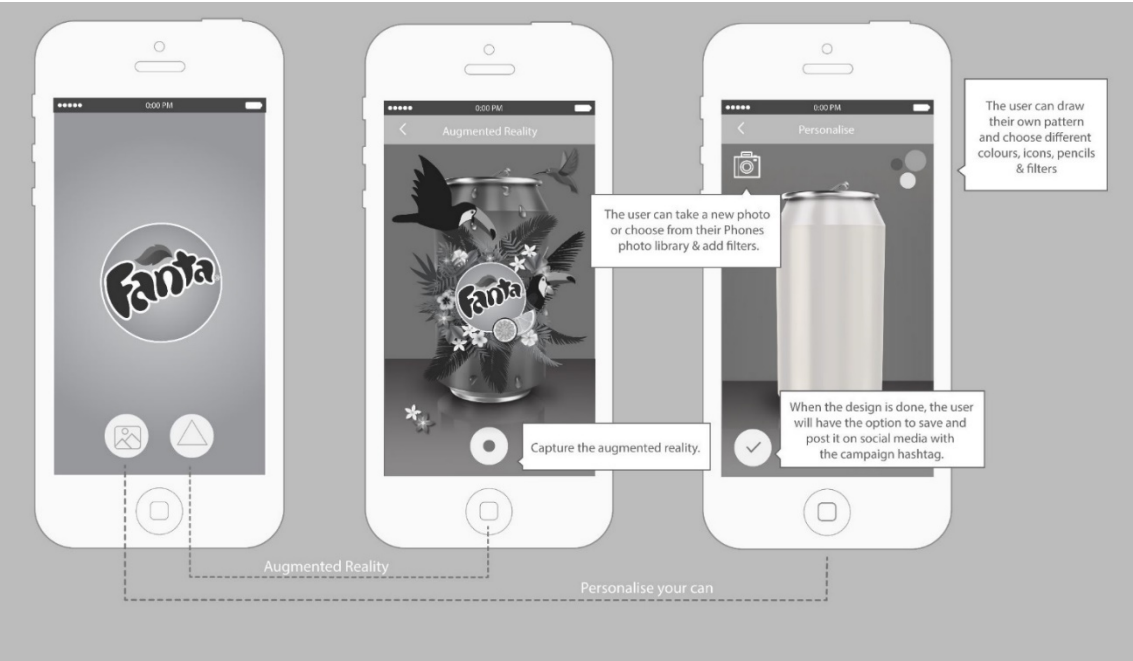
Sketches, layouts and wireframes of final ideas

Design of the first six (6) cans:

Wireframes for App:

Six Pack:

Advertisement/Poster—text references to the Augmented Reality, but also the possibility of winning a vacation to a tropical destination.