

# EVERY PLOV NEEDS



## KEY IDEA

.CAMPAIGN AIMS TO BUILD A CONNECTION AND STRENGTHEN THE RITUAL OF DRINKING COCA-COLA WITH PLOV, BY CONVEYING TO CONSUMERS THE IDEA THAT COCA-COLA GOES WELL WITH ANY KIND OF PLOV AND HELPS TO EMPHASIZE ITS FLAVOR.

## MEDIA OBJECTIVE

CREATING A RITUAL BETWEEN THE MOST POPULAR NATIONAL DISH AND THE BRAND.

## KEY MESSAGE

EACH PLOV GOES BEST WITH COCA-COLA



## CHALLENGE "WHICH PLOV GOES BEST WITH INFLUENCERS WITH Coca-Cola"

- ✓ TOTALLY 5 BIGGEST REGIONS OF UZBEKISTAN.
- ✓ RECIPES FROM: TASHKENT, SAMARKAND, BUKHARA, FERGANA, NAMANGAN, KHOREZM, AND WEDDING PLOV.

CHALLENGE DEMONSTRATED THAT EACH PLOV GOES BEST WITH COCA-COLA REGARDLESS OF IT'S RECIPE.

20

INFLUENCERS

21

POST

25

STORIES

9%

AVERAGE ER

### REACH

# 3 495 MIO

## YOUTUBE "RECIPIES OF PLOV CULINARY BLOGGERS WITH Coca-Cola"

SUPPORT ON YOUTUBE CHANNELS OF POPULAR BLOGGERS, AMONG THEM THE FAMOUS LOCAL CHEF BAHRIDDIN CHUSTIY, SAIDAKROMSHEF, AND MICRO-INFLUENCERS. EACH OF THEM PREPARED DIFFERENT RECIPE OF PLOV WITH THEIR OWN SPECIALTIES, SHOWING USAGE OF COCA-COLA DURING CULINARY PROCESS AND AT THE FINAL TASTING PROCESS.

7

CHEFS

3 180

COMMENTS

### VIEWS

# 3 180 MIO

TO BUILD THE RITUAL FOR THE PRODUCT AND STRENGTHEN THE CONNECTION WITH NATIONAL VALUES, WE USED 2 DIRECTIONS: