

Who Drank the most delicious Cola?



INSIGHT

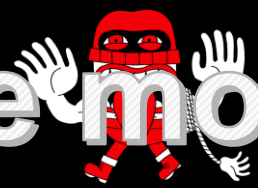
FOR KAZAKHSTAN, IT IS MORALLY ACCEPTABLE TO TAKE SOMEONE ELSE' FOOD AND DRINKS FROM SHARED FRIDGE, AND THEY SOMETIMES SHARE IT AND AT THE SAME TIME NO ONE KNOWS WHO ATE OR DRANK IT

IDEA OF COMMUNICATION:

COCA-COLA ZERO SUGAR IS SO GOOD THAT THEY ARE READY TO STEAL IT FROM THE REFRIGERATOR AND DRINK IT. I HAVE TO PROTECT COKE ZERO AT ALL COSTS! BUT SOMEONE STOLE IT ANYWAY

MAIN TASK

SHOW HOW **COCA-COLA ZERO SUGAR** IS A DESIRABLE DRINK, THAT THEY ARE READY TO STEAL IT WHEN YOU DON'T SEE IT. ENGAGE CHARACTERS (LITTLE HUNTERS) WHO ARE LOOKING FOR COCA-COLA ZERO TO DRINK IT



HOW WE DID IT?

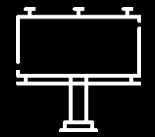
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HUGE WALL FORMAT WITH ADDITIONAL NON-STANDARD ELEMENTS WITH EPIC COCA-COLA ZERO SUGAR HEROES "BANDIT"

COMPLETELY RENDERED MAIN CHARACTER AND ADDED IT TO THE VIDEO IN SUCH A WAY AS TO CREATE THE EFFECT OF REALITY

AS A RESULT A DYNAMIC VERSION OF THE MAIN STORY AS THE COCA-COLA ZERO SUGAR SIPPS OF THE BEST COKE EVER

SEEDING MESSAGE IN NEWS VIRALLY STARTING FROM POPULAR LIFE STYLE PUBLICS IN INSTAGRAM



436 000

OTC



168 592

VIEWS DURING FIRST 2 HOURS

137 920

UNIQUE REACH DURING 1ST DAY

103

COMMENTS WITHIN 20 MIN

2 416

LIKES

