

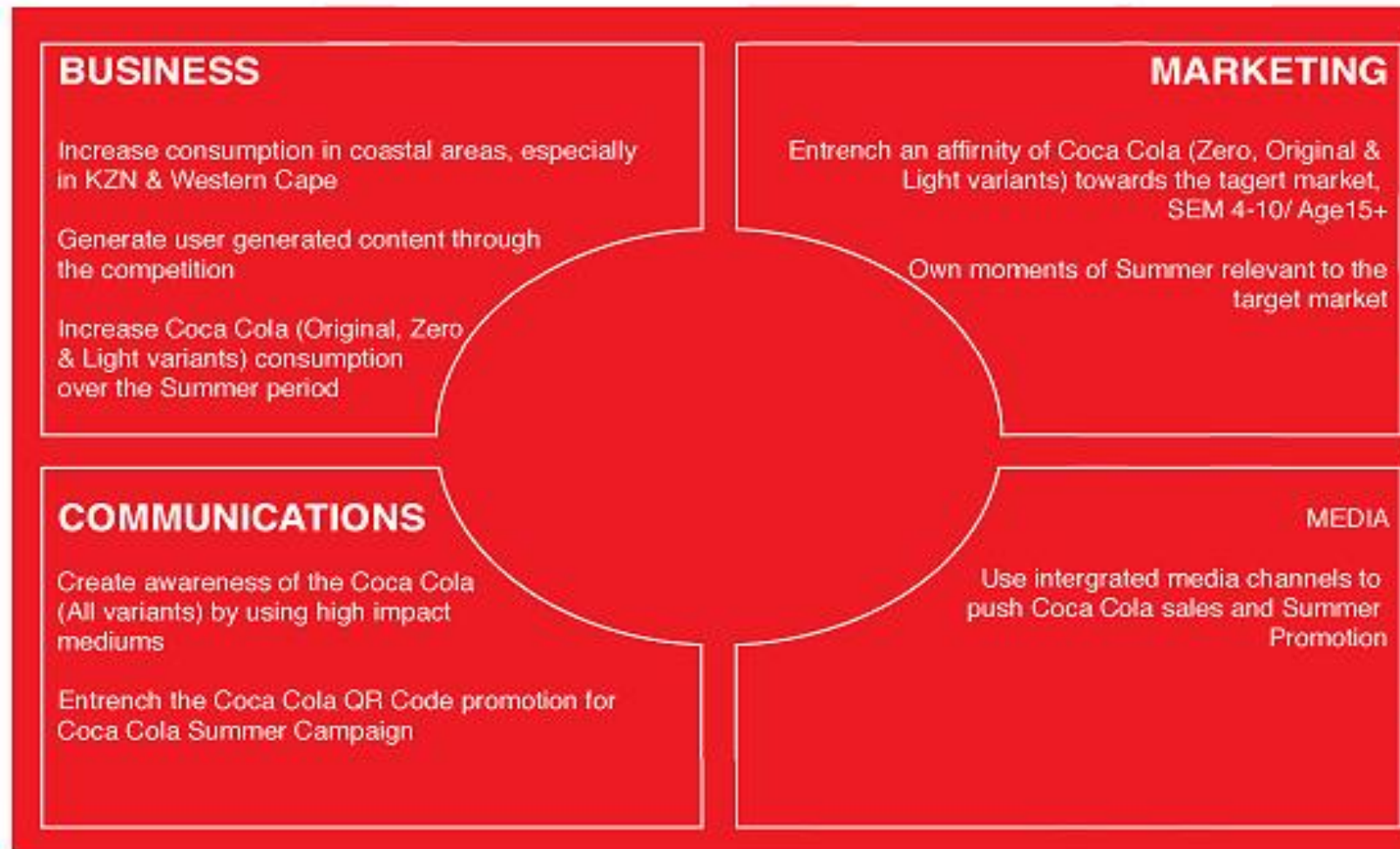


REFRESH WHEREV'S

Vanie Govender
Thuso Mmotlana
Tebello Maphike
Scelo Mdladla
Tshepo Mametja

Rectangular Sign

OBJECTIVES



MOST VALUABLE CONSUMERS



“TRAVELLERS”

These can be couples or friends who are exploring different places.



“FAMILIES”

This group spends most of their time with family during the year. They mostly juggle between work and responsibilities. Summer holidays for the is time for reunions with family, friends and this could mean traveling to another province or another coast



“STUDENTS/ YOUTH”

This group lives a busy life. They are mostly sowing their wild oats. Clubbing and socializing are most common traits within this group.

They are most likely to jump on to every in trend. They do not want to suffer from FOMO (Fear Of Missing Out)



“WORKERS”

They mostly work in the big cities (Gauteng, Durban, Cape Town, PTA)

The most ideal time to go home is in December (Christmas) to spend time with their family, children or old friends,

Coca-Cola

DAY IN THE LIFE OF



6:00 AM



8:00 AM



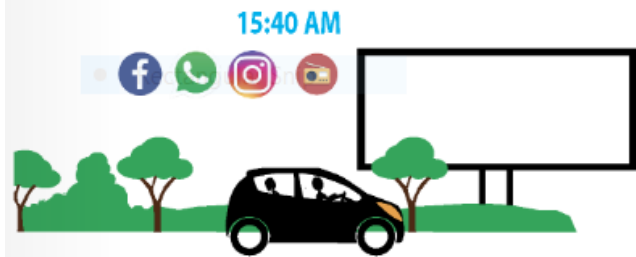
10:30 AM



12:30 AM



12:40 AM



15:40 AM



16:30 AM



20:30 AM



THE IDEA



Buy any variant of Coke (Original, Zero or Light)



Take an individual or group selfie expressing happiness



Scan the selfie to the QR Code on the coke



The most fun & creatively shot selfie gets selected by Coke's creative team



And gets a chance to appear Coke Billboard in your chosen coastal destination



And win R50 000





THE MECHANIC

Every week Coke will select winners and promote the competition on OOH, TV, Radio, Digital and Social Media

The Media campaign will have an initial launch which will run from 18 Nov - 6 Dec and the full scale campaign will run from 9 Dec - 6 Jan. There'll be a winding down where we will recap all that happened and highlight the winners

During the launch period, we will have a generic TV promo informing the viewers on the up and coming Refresh Wherev's Challenge and encourage audience to enter by buying their favourite variant of Coke, send through the selfie, expressing happiness! They will stand a chance to win prizes worth R50 000! and get a chance see their face on Coke's digital billboards

During the peak of the Campaign (9 Dec - 6 Jan), we will have Cinema Activations. (Digital billboards, Radio activations and TV partnerships)

Lastly, during the winding down, we will encourage people to send their pics but also showing consumers what it will look like to have their faces on a billboard. We will display the winners on TV. (Drive the FOMO to the MAX)



THANK YOU

