

# Coca-Cola Vending Machine RED viral campaign



## SUMMARY

### ■ Brief/Objectives

- Buzz creation for Coca-Cola
- Increase traffic towards the Coca-Cola Vending Machines

### ■ Strategy

Create the unexpected vending robots and let them visit and communicate directly with consumers by themselves as consumer generated contents in stead of employing the traditional promotion that makes people come to the vending machines by incentives

### ■ Creative idea

- Create "gap" of Cocacola-ness, which image is cool and major, with the unexpectedly lovable character
- Make the robots appear and communicate directly with the consumers in the online media (Website, YouTube, SNS, Mobiles, Blogs, etc) and in the offline media (Streets, Events, original merchandises)



## YouTube

- Official 22 episodes and lots more Spin-off movies
- 1.4M PVs on YouTube



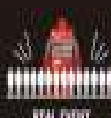
## SNS

- 3,000 friends on mixi



## Website

- Live broad casting system
- Official 22 episodes archive
- Vending robots delivery service



## Real Event

- 780k people to directly contact at real events



## Toys

- Various Toys 10k



## Blogs

- 200k search words



## Mobile

- 600k PVs

