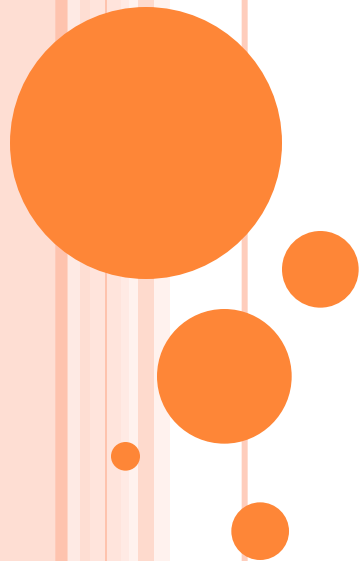




Project Showcase

May 2010



THE “5”’s



Objectives



Strategy

Creative Showcase



Insight



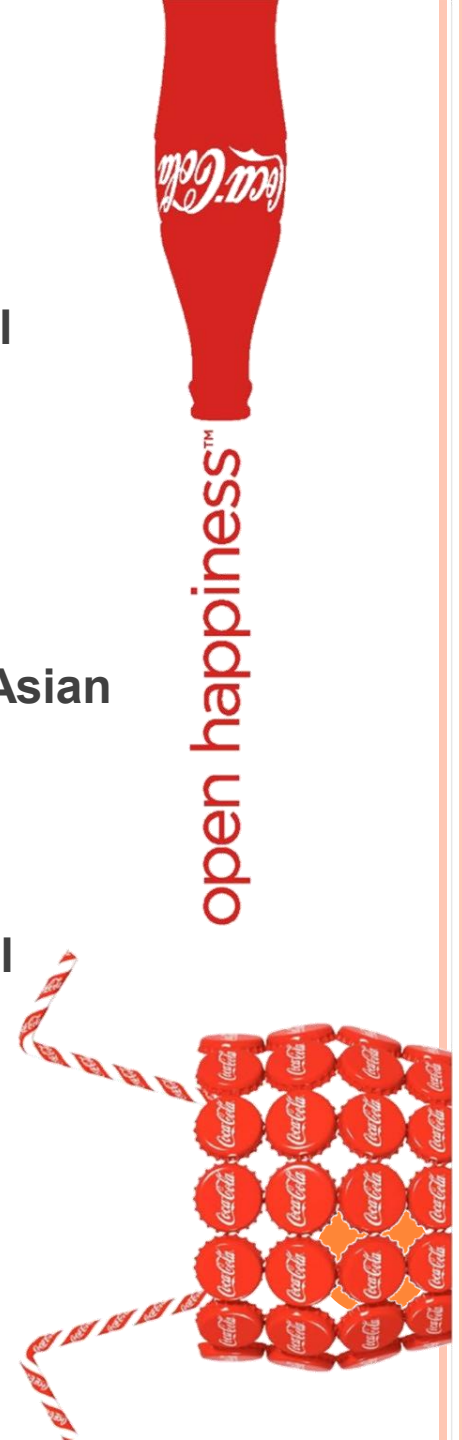
Target



**Where will you
see it?**

OBJECTIVES

- Connect with Asian-American moms through cultural traditions
- Reignite Coca-Cola's cultural relevance with Asian-Americans to build brand love
- Drive market share and shopping frequency among Asian segments
- Provide learning lab for both partners to test hypothesis and validate strategies/tactics that appeal to the Asian consumer segment



WE'RE TALKING TO...

- Chinese moms (bilingual, 25-49) with kids under 18
- All Chinese shoppers, plus moms from neighboring Asian countries, and non-Chinese shoppers



INSIGHT

- Asian-American moms are immersed in American culture but still strongly identify with their deeply-rooted Asian culture
- Savvy, health-conscious and price-conscious shoppers
- Enjoy entertaining their family and friends during holiday season



STRATEGY

- Lead brand/pack (Coke 8-pack, Diet Coke, Coke Zero, Sprite)
- Geographic market test
- Value message/Promotion (value pack + calendar)
- In-store messaging
- Media coverage, community-PR buzz
- Leverage strong emotional connection of holiday celebration, family togetherness and Coca-Cola
- Be culturally relevant in a way that allows mom to tie in her Asian traditions and modern everyday life



COUCH TO SHELF: PROGRAM ELEMENTS



1



Call for Asian Art

2

Exclusive
Asian Artist
Calendar



3

Community
Reception Event
Calendar Launch



5



Social Media

4

Joint Public
Relations

Coca-Cola



6

In-Store
Messaging



7

Frequency
Coupons



CREATIVE

Calendar



Joseph Paul Doyle

Meet the Asian Artists who created the tigers.

Joseph Paul Doyle is a multi-media artist born in the Philippines and currently living in the Cincinnati area. He uses his background as a graphic designer, and his experience in illustration, photography and 3D design to create a wide spectrum of creative mediums. His portfolio includes published as well as award-winning work in print, photography, paper sculpture, illustration, product design, animation, and corporate branding design.

Mimi Yoon is a professional artist and educator in Southern California. Working as both a commercial and fine artist, she founded an art academy for her community for children in grades 1 through 12. Mimi's art school teaches basic techniques and helps gifted pupils master more complex artistic skills. All of Mimi's graduating seniors have been accepted into top art colleges.

Marcus Park is a highly respected California artist and designer. Born in Korea, he has been an advertising art director, a commercial illustrator, a solo artist, and a graphic designer. A graduate of one of the country's top colleges, Marcus spends his leisure time painting and drawing in the studio, and has exhibited his work in several California art galleries.

David Lee has established a design career working with advertising, corporate art departments and freelance clients. He is also a designer for media, print, apparel and a fine artist. David has been featured in several art and design magazines, has recently won a design contest hosted by an Asian museum and holds a Master's Degree in Fine Art from one of the leading art institutes.

Wesley Charles Michel Escudero is a Visual Communications major working at a Southern California college. When he came to the U.S. from the Philippines, he was 11 years old and interned at a fine arts magazine. He derives much inspiration from sci-fi fantasy novels, comic books and movies. As he refines his drawing techniques, the future graphic designer and magazine finds that the computer is an ideal medium to bring his art to life.

Edwin Chiu is an award-winning advertising art director and graphic designer in Southern California. Edwin was born and raised in Hong Kong and at a very early age began drawing and he never stopped. When computer graphics became an important tool in advertising, he saw that it also offered the opportunity to create fine art, and has continued his artistic efforts with both computer-generated and hand drawn pieces.

Saenghee Jeong developed her interest in art growing up in Korea. After graduating from high school, she was accepted as an art major by a Southern California college. Pursuing her BFA, she continues to explore new mediums and techniques on her way to becoming an illustrator. Saenghee says she is inspired by music videos and prefers pen and ink and pastels to capture a feeling of fluidity and action.

William Wang grew up in California and is a San Francisco-based artist whose works include both contemporary and traditional mediums. Inspired by nature and environmental change, much of his artwork reflects the impact that cities and suburbs are having on nature. William is currently working on a series of children's books as both the author and illustrator.



David Lee



Wesley Charles Michel Escudero



Edwin Chiu



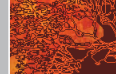
Saenghee Jeong



William Wang



David Lee



Wesley Charles Michel Escudero



Edwin Chiu

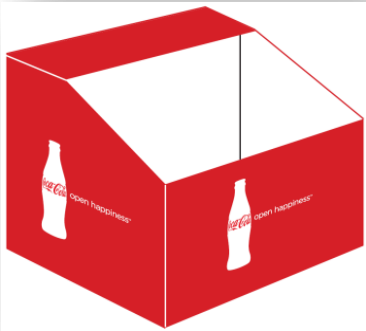


Saenghee Jeong



CREATIVE

In-Store Merchandising



COMMUNITY RELATIONS



- Community Reception
- Hosted at Asian-American owned art gallery in SF
- 200+ guests including press and community leaders
- Corporate representatives from Coca-Cola and Target present
- Artists present



PUBLIC RELATIONS

Media Coverage



16 media hits



201,046,683 gross impressions

Broadcast



Online



Newspaper



SOCIAL MEDIA



LNY Calendar

The screenshot shows the Facebook page for '2010 Tiger Calendar'. The page has a cover photo of a tiger in a grassy field. The main content area shows a post from '2010 Tiger Calendar + Others' dated February 22 at 2:46pm. The post asks users to vote for their favorite tiger artwork and provides a link to a poll. Below the post, there are comments and a section for '2010 Tiger Calendar's Albums' with four photo albums: '2010 Tiger Calendar' (14 photos), '2010 Tiger Calendar' (3 photos), 'Google Maps' (4 photos), and 'Wall Photos' (4 photos). The right sidebar shows the page's information, including its location in San Jose, CA, and its hours of operation.

214 fans

22 comments and user interactions

640 unique page views



@Inyartwork

The screenshot shows the Twitter profile for @Inyartwork. The profile has a header with the name 'LNYArt' and a bio that says 'Name LNYArt Web http://www.facebo...'. The profile statistics show 377 following, 308 followers, and 8 listed. The main content area shows a tweet from 'LNYArt' dated 4:22 PM Feb 23rd via web. The tweet says 'That's you!' and 'Pick your favorite tiger artwork!!: http://bit.ly/2010TigerCalendar'. Below the tweet, there are two more tweets from 'LNYArt' dated 2:20 PM Feb 16th via web and 3:20 PM Feb 5th via HootSuite. The right sidebar shows the 'Following' list with 17 users and an 'RSS feed of LNYArt's tweets' link.



1,426 combined followers

Listed 37 times



RESULTS



-  **180% volume increase**
-  **27% swing in competitor**



open happiness™

虎
年

Year of the Tiger

2010

