

# Coca-cola

Coca-Cola takes advertising to the next level by bringing the sensation of sound to print. The beautiful, vibrant close-ups show a can or a bottle of Coca Cola being opened or poured, next to the words “try not to hear this”.

## OBJECTIVE

The objective was to use sensory marketing to create an emotional attachment to the Coca Cola brand, with the use of visual cues to highlight the sounds everyone that knows and loves to increase curiosity.

## METHOD

Coca Cola and their creative unit developed a series of photographs to show macro imagery of classic Coca-Cola moments: the “fizzing” of the bubbles, the uncapping of a bottle, and the opening of a can. Coca Cola wanted to create the desired effect by including the headline “Try Not to Hear This”, challenging viewers to avoid playing the sounds in their heads, but at the same time taunting them to do so.

This effect is an example of synaesthesia, when two different senses cross in the brain, producing the impression people hear one thing even though they're stimulated via another sense, their vision.

## RESULTS

“Try not to hear this” campaign generated 86 million impressions and dozens of online conversations.

## CONCLUSION

The fact that a single printed ad could generate so much online activity is a testament to the power print has. The Creative team also showcased the simplicity the established medium has, by using high levels of emotional intelligence to make consumers, stop, look, and listen, creating a desirable effect when looking at the printed piece.



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