

COCA COLA

Coca Cola's held its long-term position of inclusion once again when they used print advertisement to showcase their 'The Wonder of Us' poem — taking centre stage in the newspaper during the Super Bowl. The poem offered a central message of inclusivity by printing each line in a different person's handwriting.

OBJECTIVE

Coca Cola's objective was to include all ages and demographics. Using print media offered engagement other media channels didn't and held robust emotional connectors, aligning to the overall campaign message. The campaign also provided confidence and commitment with persuasive words of safety.

METHOD

A different person's handwriting wrote each line of the poem. This allowed Coca Cola to share the voice of their message. It created a human conversation and captured the attention of the target audience.

RESULTS

The advert received 2.5 billion total impressions and over 500 press stories. The poem also drew attention from press outlets in lifestyle media, including several LGBT publications, for the relevant and timely message. The effectiveness of the poem stood out from the branding glitz of the traditional Super Bowl advertising with a sense of pertinent humanity and a mature brand positioning not formally seen from Coca Cola.

CONCLUSION

Coca Cola's objective to include all ages was successful as the campaign expressed a meaningful and emotional message that connected to people of all walks of life. The talk ability of the printed piece increased its reach beyond the printed advertisement and solidified Coca Colas brand position.

