



Babble + Squawk Media Presents...

A Coca-Cola Holiday Campaign

Summary and Objectives

- Coke founded in 1892
- Equated with happiness, togetherness, tradition
- As we approach the holidays, our primary objective is to **position Coca-Cola as an integral part of the season for consumers**



Insights

What do the holidays mean to you?

“To me, holidays mean quality time with family.”

“When I think of the holidays, I think of the cozy fireplaces, twinkling lights, and cheerful holiday music.”

“Every year, my parents and I travel North to see our family. It’s a pretty long trip, but being all together is worth it.”



Concepting

As we began concepting, we reflected on Coke's previous creative work.

- Synonymous with family, tradition, togetherness
- **No matter where you are or what you're doing, Coke makes the journey more enjoyable.**

“COKE TAKES YOU HOME”



THE PROCESS

The third insight caught our attention: we were fascinated with the idea of “Leaving Home to Be Home”

- “Every year, my parents and I travel North to see our family. It’s a pretty long trip, but being all together is worth it.”

The journey isn’t always easy, but Coke wants to make it enjoyable.



Continuity Through CREATIVE EXECUTIONS

- Consistent use of:
 - Colors
 - Slogan
 - Design (Font, imagery, etc.)
 - Theme

Brand Video



VIDEO SCRIPT

Brand Video Script - Coke Takes You Home

Video	Audio
<p>Family running through the airport to make it to their terminal, carry-ons bouncing behind them, Dad has to go back to pick up the littlest daughter who had stopped to have a big drink of her Coke</p>	<p>Music: "Run Rudolph Run" by Chuck Berry playing throughout</p>
<p>Man getting squished between a large man and a crying baby on a bus, baby hits him with her toy, man opens his bottle of coke and has a simple, relaxing moment</p>	<p>Dad 1: Lizzie! Keep up!</p> <p>Baby: WAHHH!</p>
<p>Suitcase falling open in the middle of a busy train station and clothes flying everywhere, lady frantically and frustratedly down on her hands and knees grabbing everything back up and trying to keep it from getting stood on, all with a Coke in her hand</p>	<p>Woman 1: Excuse me! EXCUSE ME!</p>

VIDEO SCRIPT

<p>Two busy people with dogs passing each other but the dogs stop to sniff each other's behinds and won't come along, leading the owners to have to stand and wait impatiently, but eventually one of them takes a sip of their Coke and has a moment to relax</p> <p>A family realizing their luggage was lost at baggage claim, just standing there for a moment looking at the empty conveyor belt before the dad just puts his head in his hands</p> <p>A loud, crazy car full of preteens fighting with a tired mom driving through sleet, mom rolls her eyes and takes a drink of her Coke, cokes seen in the hands of the kids in the back</p> <p>A car breaking down on the road and everyone having to get out and push it, Dad giving instructions while he pushes with a Coke in his other hand, truck comes by and splashes everyone with freezing water</p>	<p>Owner 1: Toto, come on! Owner 2: Oh, you've got to be kidding.</p> <p>Mary: Steve, where are our bags? Steve: Mary, go get us some Cokes.</p> <p>Preteen Girl 1: Mooooooom! Callie drank all my Coke! Callie: Finders keepers! Stop being a baby!</p> <p>Dad 2: Push harder! Put your back into it! SFX: Truck horn, Splash Everyone commiserating together, groans overlapping; Ugh!</p>	
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VIDEO SCRIPT

Short montage of all the different characters finally arriving at the places they were going with a look of relief on their faces and a Coke still in their hands as they're welcomed inside. Scenes show the celebration of different holidays.

Red screen with the coke logo and the slogan, "Coke Takes You Home" and "Happy Holidays"

SFX: Doorbell
Families overlapping: Welcome home! Hello!
You made it! (etc.)

Narrator: No matter how trying the journey,
Coke takes you home.
Music: Song fades out

SFX: NONSPECIFIC HOLIDAY MUSIC PLAYS GENTLY AS AN INTRODUCTION UNTIL SUDDENLY, THE FULL CHAOS OF FAMILY CONVERSATION CAN BE HEARD. EVERYONE SPEAKS OVER EACH OTHER AT ONCE, WITH LINES OVERLAPPING. DIALOGUE INTERSECTS LINES OF SONG.

DAD: (Loudly and joyfully) Over the river and through the woods, to Grandmother's house we -

MARIE: Jason! Gimme that back!

DAD: - to carry the sleigh -

MOM: (with a sigh) Jason, be nice to your sister.

DAD: - and drifting snow!

JASON: Ugh, Dad, are we there yet?

DAD: (song halts) Almost! Just two hours left.

ALL KIDS: Two *hours*?

DAD: Let's try this one...

SFX: COKE CAN OPENING AND FIZZING

DAD: Ninety-nine bottles of Coke on the wall, ninety-nine bottles of Coke...

GRACIE: (obviously perturbed teenager, shortly) Dad. You're pitchy...but can I have a sip?

DAD: Hey, look who's awake! That's the spirit, Gracie! Everybody!

ALL: (reluctantly at first, but with growing confidence) Ninety-nine bottles of Coke on the wall, ninety-nine bottles of Coke.. (singing continues under announcer's voice)

ANNCR: Wherever you are, wherever you're going. Coke takes you home.

Radio Commercial



Billboard

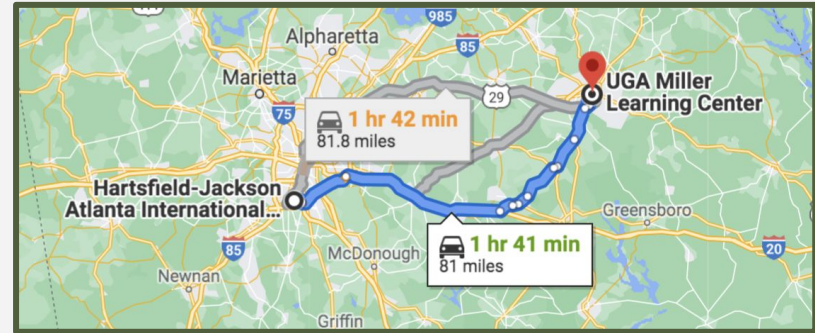


- Combines vintage Coke holiday ads, home, and the celebration of all holidays
- Located along highways & highway exits near major airports

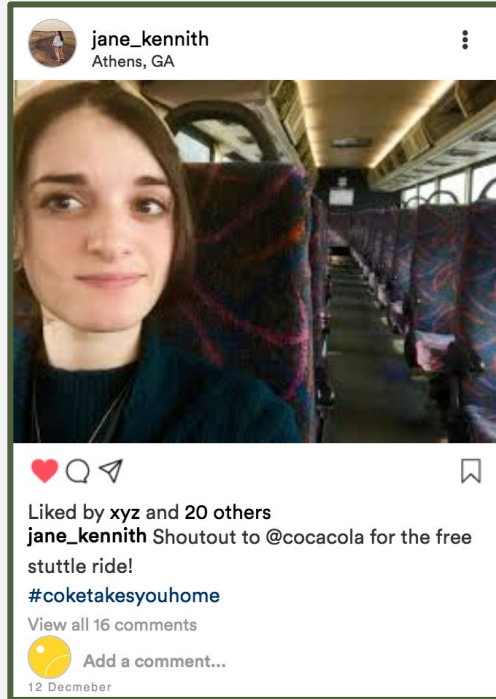
GUERRILLA MARKETING

Coca-Cola Holiday Shuttle:

- Target demographic: students
- Free shuttle from UGA to Atlanta Airport
- Rides for 12 days starting December 12th



GUERRILLA MARKETING



- Bus itself will be wrapped in holiday themed artwork
- Inside: free Cokes, beautiful holiday lights, and holiday music
- Students will be encouraged to create user generated content with the hashtag **#CokeTakesYouHome**

EXPERIENTIAL MARKETING

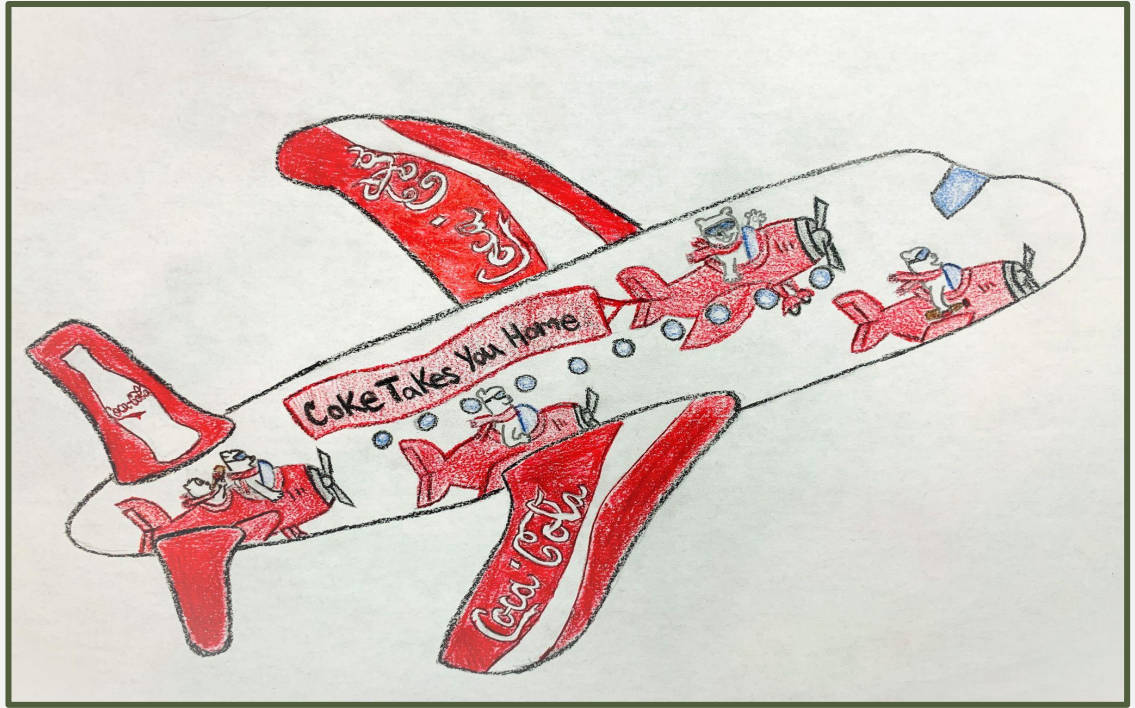
“A Taste of Home Through A Taste of Coke”



Additional Out-of-Home


Wrapping an airplane:

- During November 14th to January 1st
- Delta Airlines
- Wrap will have Coke's famous polar bears traveling in planes.
- Enjoyable no matter what holiday you are celebrating!



Social Media

garrettsrecap
Hartsfield-Jackson Atlanta International Airport



Liked by 634 others

garrettsrecap flight delayed so here's to being trapped in ATL for 4 more hours... please [#CokeTakeMeHome](#)

View all 23 comments

5 DAYS AGO

miatyler
Boston, MA



Liked by 389 others

miatyler where is [#CokeTakeMeHome](#) when you need them?! if my bus ever comes then i'll be home for christmas :(

View all 12 comments

2 DAYS AGO

- User-generated content to create naturally authentic content
- Travelers will showcase what a pain it is to travel during the holidays with our hashtag **#CokeTakeMeHome**
- Intertwines with our experiential marketing by giving travelers a photo-op to share their journey home

Happy Holidays and Thank You
for YOUR Time!

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