

*Coca-Cola*

**AD-VENTURE  
COMPETITION**

**TEAM  
MILO**

**ED-COM  
2020**



# THE TEAM

**LOES KLINKER**

**MINKE HESEN**

**OLIVIER  
NIJMAN**

**ISABELLA  
KEUKELAAR**



**TEAM LEADER &  
CONCEPTUAL  
DESIGNER**

**MAIN  
PLANNER**

**MAIN  
RESEARCHER**

**EDITOR & VISUAL  
DESIGNER**

# OBJECTIVES

1.

REDUCE WASTE  
GENERATION

2.

REDUCE THE  
ENVIRONMENTAL IMPACT  
OF EVENTS (OWNED AND  
BEYOND)

3.

OPTIMIZE WASTE  
SEPARATION ACROSS  
COMMUNITIES

# OUR GOALS

## AWARENESS & ACTIVATION

**CREATE AWARENESS**  
for the plastic  
waste problem

**MOTIVATE** and engage our  
target audience to  
participate in solving  
the problem

**TAKE ACTION** to reduce  
the plastic waste  
problem and sustain  
healthy recycling habits

# TARGET AUDIENCE

"All age groups are being targeted by Coca Cola but the most potential is in the age group from 18-25 that cover around 40% of total age segments" ('Coca Cola Targeting', 2012).

## WHO?

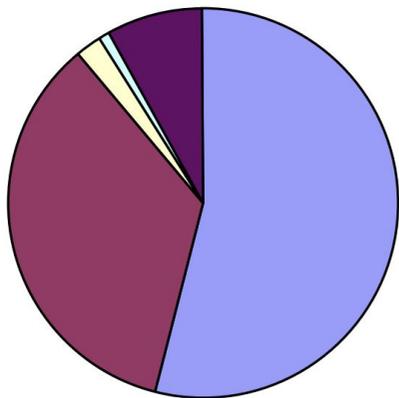
- a. The mobile generation: social media is part of daily life
- b. The youth need refreshments/energizers to cope with their daily activities (Kanesan, Ismail & Krishnan, 2018)



# IDENTIFYING CZECH CONSUMER SEGMENTS

## Youth Schemes

(2015)



- Student
- Employed
- Parent. Leave
- Retired
- Unemployed

1. Young environmentalists and activists
2. Employed youths willing to help the environment
3. Young families
4. Students who endorse festival/concert culture

**WHY #2?** Segment is approachable, financially able to participate in active recycling behavior, willing to contribute to bettering the environment & overlaps with the identified target audience of Coca Cola.

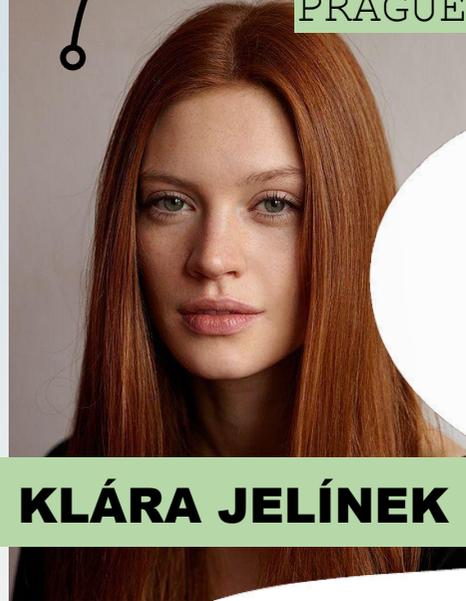
A person in a light blue shirt is pointing at a laptop screen in a meeting. Another person in a red plaid shirt is sitting next to them with their hands clasped. There are other laptops and a smartphone on the table.

## OUR FINDINGS

“Because the reward for recycling (saving the earth) and the repercussions for infrequently recycling (damaging the environment) aren’t necessarily immediate, it can be hard for people to make the association between their daily habits and those habits’ consequences”  
(Schumaker, 2016).

# PERSONA

PRAGUE-BASED, 25 YEARS OLD



**KLÁRA JELÍNEK**

- Financially comfortable, employed
- Lives alone in a studio in Prague
- Sometimes recycles
- Studies "English Language and Linguistics" in Prague

- She believes that large companies should create more and greener initiatives
- Klára could make a bigger effort as an individual
- increasingly active on Instagram



CHARLES  
UNIVERSITY

# CONSUMER INSIGHT

(photo of someone in our target group)

## THE PROBLEM

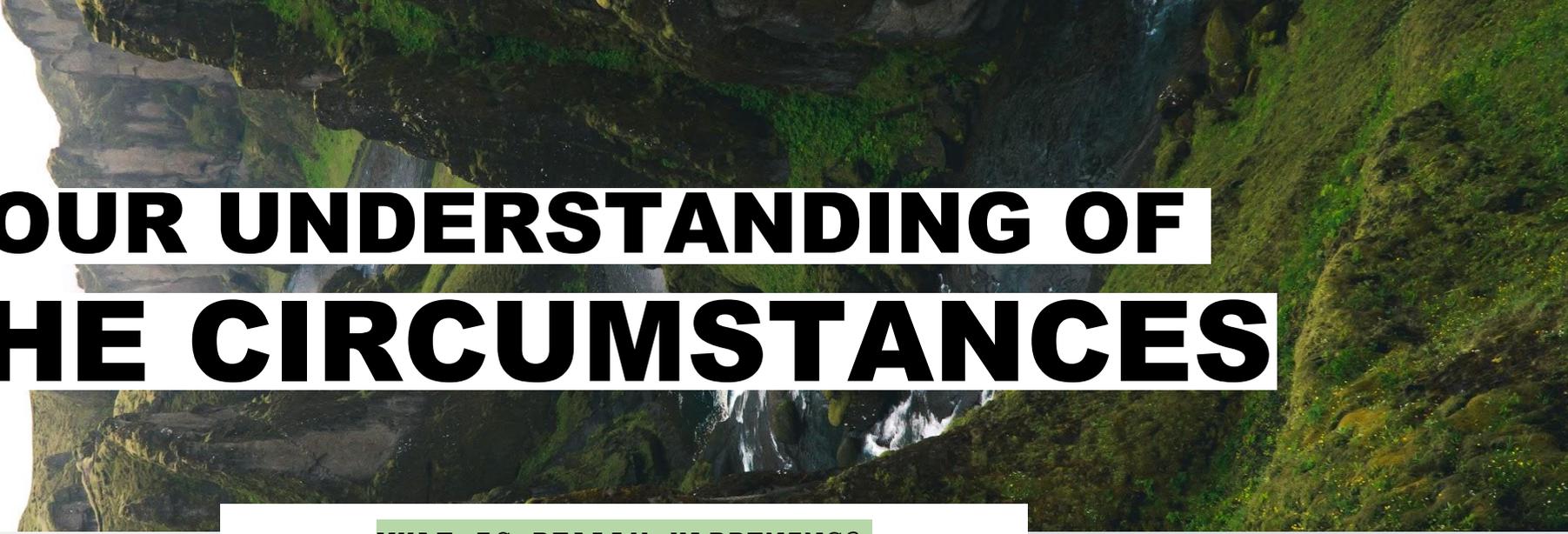
"People do not feel fully responsible for the waste generated. Their feeling of responsibility is therefore dependent on the larger companies they buy from. While young Czechs have a fear of the future, they are not motivated enough by their surroundings to engage more in greener behavior."

WHO?

## THE SOLUTION

Our campaign is aimed at giving the consumers a sense of responsibility by introducing a different, more dynamic form of recycling. They need enhanced interactivity and a higher form of motivation.





# OUR UNDERSTANDING OF THE CIRCUMSTANCES

WHAT IS REALLY HAPPENING?

# OUR PLANET HAS A SERIOUS PLASTIC WASTE PROBLEM

278,137 views | Jul 26, 2017, 01:45pm

## We're Now At A Million Plastic Bottles Per Minute – 91% Of Which Are Not Recycled



**Trevor Nace** Senior Contributor ©  
Science  
[Explore More](#)



# 8

Million

**How many plastic bottles are in the ocean?**

Around 8 million metric tons of plastic end up in our oceans every year. That's the equivalent of a garbage truck emptying plastic into the ocean every single minute.

# IT'S POISONING:

OUR WATER



(GROUNDWATER  
POLLUTION)

(MARINE POLLUTION)



OUR ANIMALS

OUR PLANET



# AND...

# You eat thousands of bits of plastic every year

Though abundant in water, air, and common foods, it's unclear how it might affect our health.

BY SARAH GIBBENS

3 MINUTE READ



PUBLISHED JUNE 5, 2019

# People eat at least 50,000 plastic particles a year, study finds

## Health effects of ingestion of microplastics via food, water and breathing still unknown

How much plastic does a person ingest weekly? A credit card's worth in weight on average

# OURSELVES

The number of microparticles the average person ingests depends on what they eat:

Food	Number of plastic particles per week
Water	1,769
Shellfish	182
Salt	11
Beer	10



## A plateful of plastic

Visualising the amount of microplastic we eat



**SO WHY AREN'T PEOPLE  
DOING MORE TO HELP?**



# WHY?

"Recycling is inconvenient."

"Recycling doesn't make a difference. So why do it?"

The cost of recycling "is seen and felt more immediately than the cost to the environment of not recycling, which is why it influences behavior more."

- Brian Iacoviello

# PEOPLE NEED TO:

1.

**BE MOTIVATED BY  
THEIR  
SURROUNDINGS**

2.

**BECOME AWARE OF  
THE DIRECT  
CONSEQUENCES**

3.

**BE CONVINCED TO  
ACTIVELY  
PARTICIPATE**

4.

**BECOME SCARED OF  
WHAT WILL HAPPEN  
IF THEY DON'T  
BEGIN TO RECYCLE**



**OUR CONCEPT**

**WE NEED TO  
SHARE THE  
RESPONSIBILITY.**

## OUR CONCEPT

**OUR PLANET NEEDS A DEEPER AWARENESS, A DEEPER SENSE OF SHARED RESPONSIBILITY.**

**PLASTIC WASTE IS ONE OF THE WORLD'S MOST URGENT ENVIRONMENTAL ISSUES, INFLUENCING EVERY ASPECT OF HUMAN LIFE.**

**WE HAVE CHOSEN TO THEREFORE CREATE A CAMPAIGN THAT WILL AIM TO, ON A DEEPER LEVEL, DYNAMICALLY ENGAGE THE AUDIENCE TO RECYCLE AND BE MORE CONSCIOUS OF THE PROCESS AND CONSEQUENCES SURROUNDING IT.**

# OUR CONCEPT

By using enhanced interactivity and dynamic engagement, the audience will be more involved in the green movement and affected by the feeling of responsibility.

By inducing a strong feeling of liability, Coca Cola will be the brand to engage its audience to make bigger contributions to the environment.



# THE PROCESS

To actually, strongly engage our audience we have designed 3 phases within our campaign to enhance the concreteness of our concepts.

## PHASE 1

AWARENESS

"THE INTRODUCTION"

## PHASE 2

REVEAL

"THE REVEAL & GAME LAUNCH"

## PHASE 3

ACTION

"LOYALTY & TAKING ACTION"



## PHASE 1

# “THE INTRODUCTION”

CATCH THE AUDIENCE'S  
ATTENTION & CREATE  
AWARENESS

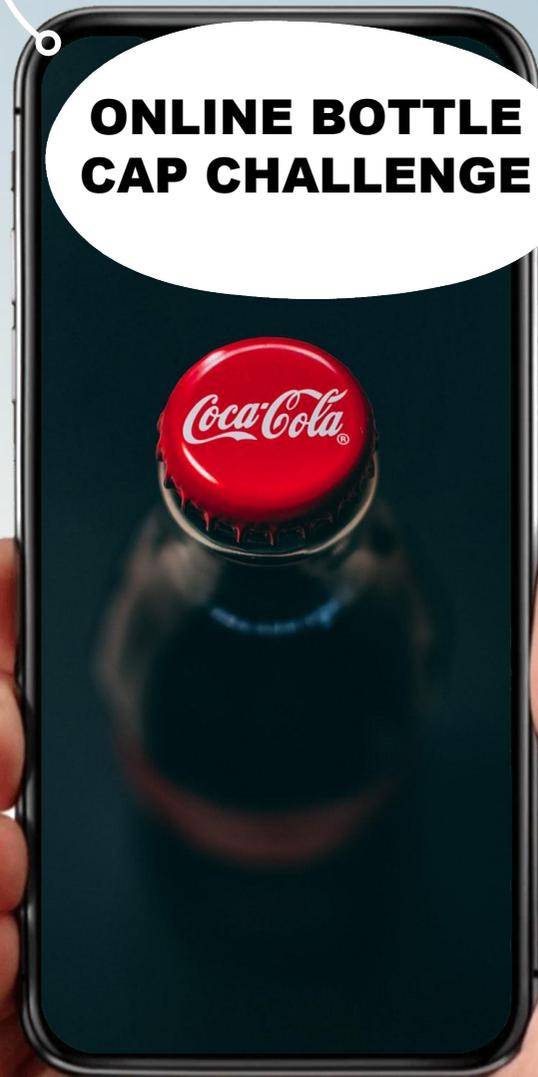
# PHASE 1: THE INTRODUCTION

AWARENESS

PHASE 1 consists of **three elements:**



**OFFLINE  
ACTIVATION:  
PRAGUE POP-UP XL  
GAME**



**ONLINE BOTTLE  
CAP CHALLENGE**



**ONLINE VIDEO  
ADVERTISEMENT  
(FOR FACEBOOK,  
INSTAGRAM &  
YOUTUBE)**

# PRAGUE POP-UP XL GAME

CATCH THE AUDIENCE'S ATTENTION

**What?** To raise local awareness we will have 3 weeks of **high intensity pop-ups** across the city of Prague with an XL format of an aspect of the game that will be launched in phase 2. Here, users will have to (similar to a basketball shot) toss a large plushy of a Cola bottle and a separate cap into their designated holes. Supervisors of the game will inform participants about the need for separating the bottle & the cap.

INSPIRATION: →

**GAMES-XL**

## **XL GAME CONCEPT:**

participants have to throw large, oversized stuffed toy versions of a Cola bottle and its cap into the designated holes. Here they can score points and if they succeed they get a free Coke.



# ONLINE BOTTLE CHALLENGE

CREATING A HYPE



**BOTTLE FLIP CHALLENGE**



**BOTTLE CAP CHALLENGE**

## AND NOW:



**THE COCA COLA BOTTLE CAP FLICK CHALLENGE**

(CAP FLICK CHALLENGE)

**WHAT?** Since challenges involving plastic bottles have over the past few years been incredibly popular, we are establishing a cap flick challenge. Here participants should find the most creative ways to flick the bottle cap from the bottle and into another cup (for example). They will share this on: Twitter, Instagram, TikTok, YouTube or Facebook with the hashtag #capflickchallenge.

**IMPORTANT NOTE:** the first video (Shared by Cola) should briefly explain in the video what the purpose is of recycling the bottle/cap separately and then nominate other people to do the challenge.

# VIDEO ADVERTISEMENT #1

## ESTABLISHING THE TONE



**WHAT?** The first video advertisement will be released very close to phase 2 of the campaign as it is an **introduction into the essential idea** and purpose of the campaign. The advertisement itself will be promoted on YouTube, Facebook & Instagram and is about a Cola bottle called Cole, who wants to be greener. Here we put emphasis on the green attitude and inform the target audience about what is to come.

*(See the full storyboard of ad #1 in the appendix of the entry kit)*

**PHASE 2**

**“THE REVEAL/  
GAME  
LAUNCH”**

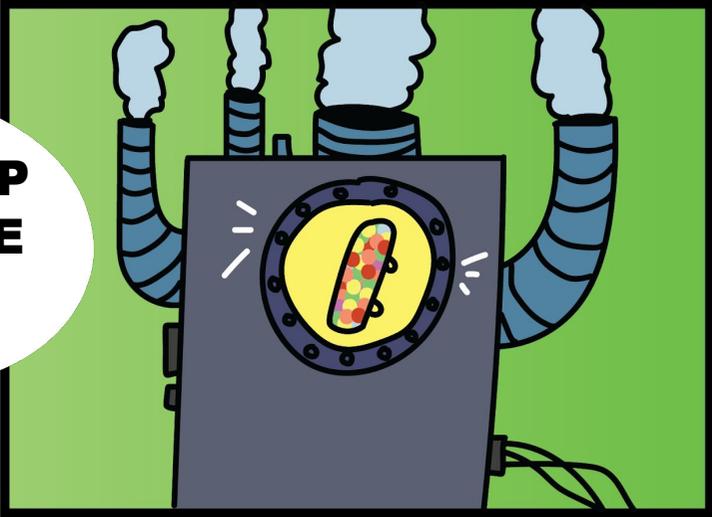
REVEAL



# PHASE 2: THE REVEAL & GAME LAUNCH

PHASE 2 consists of **three elements**:

**BOTTLE & BOTTLE CAP DEPOSIT MACHINES**



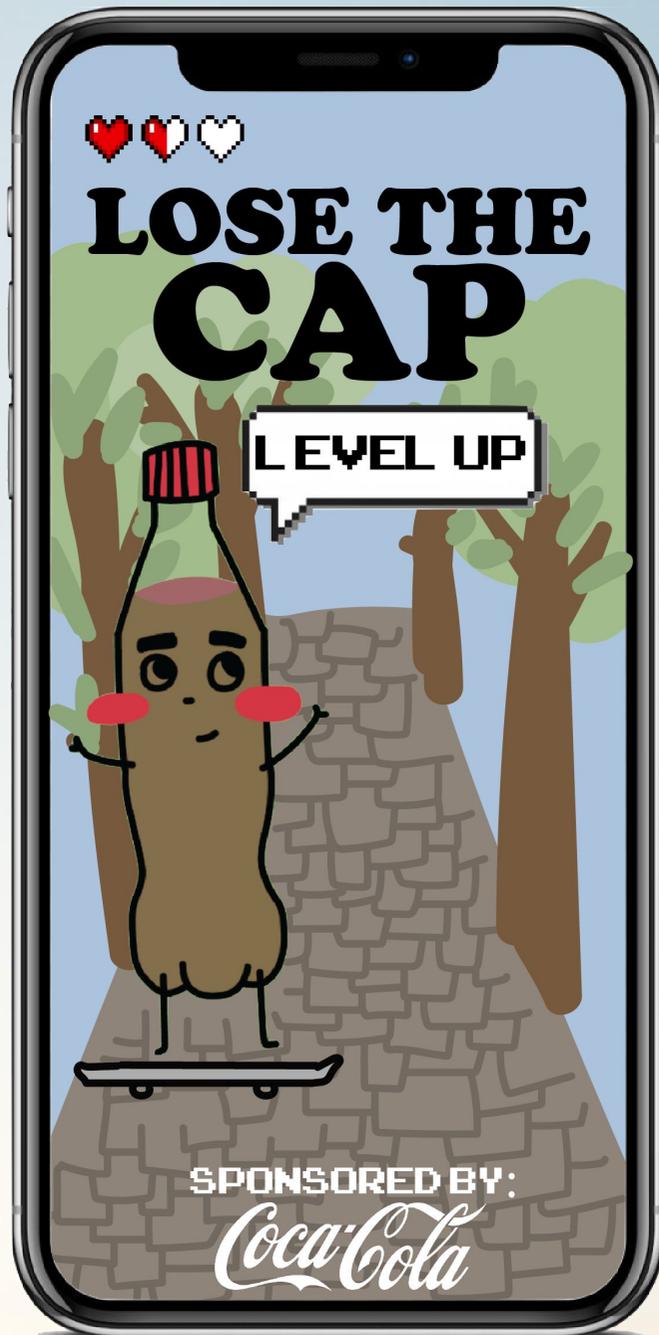
# THE PLASTIC 'DEPOSITS'

**WHAT?** With the 'share the responsibility' campaign we want to partner with the most popular Czech supermarkets to install plastic bottle and cap deposits to initiate a return scheme. People who successfully return 1 bottle and cap can scan a new QR code on the machine's screen which allows them to access new features of the digital game.

The reward system will also be managed through the partnerships with the supermarkets.



## THE MOBILE GAME



**WHAT?** The mobile game "Lose The Cap" ties all aspects of the campaign together. Here the protagonist of the advertisements, Cole the Cola Bottle, has to skateboard through the streets of Prague avoiding obstacles. Once that is done successfully, the level can be completed by throwing Cole's cap into a bin and then aiming to jump into the bottle compartment of the deposit machine.

*The reward system of the process is described in phase 3.*

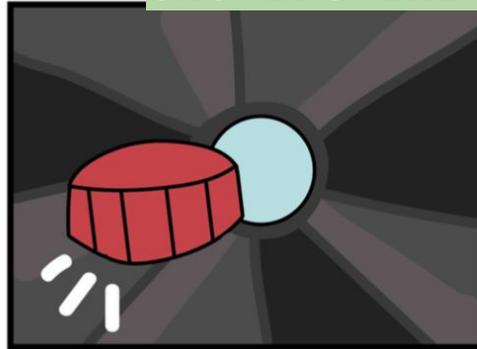
The game itself will also be promoted online in advertisements on Instagram and Facebook.

# VIDEO ADVERTISEMENT #2

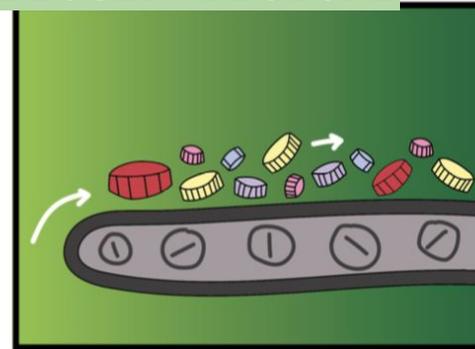
## SHOWING THE BIGGER PICTURE



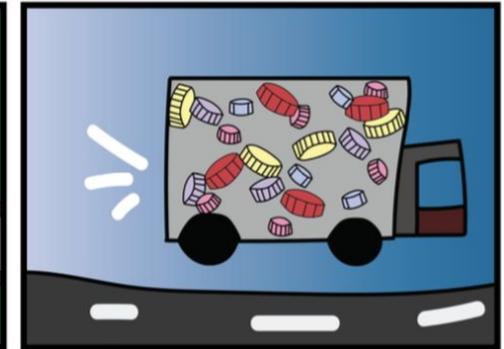
**Scene 1: The bottle/cap toss**  
(From the perspective of the bottle cap)  
Cole tosses his 'hat' (cap) into the cap compartment. We, motion by motion, as the viewer follow the cap into the machine.



**Scene 2: The Journey Downwards**  
The cap travels at a fast speed through a long tunnel (reminder: the cap is supposed to represent the hat of the Cola bottle, it is seen as an inanimate object)



**Scene 3: Together**  
Together with many other caps, in all shapes and sizes, the red Cola cap travels across a conveyor belt.



**Scene 4: Truck**  
In a smooth transition, the cap, and many other caps, are transported into a truck which then cruises along the high-way: with the caps bouncing around in the back.

**WHAT?** While the first advertisement was an introduction, this second advertisement (the part 2 follow up) follows the recycling journey of the bottle cap. With this we aim to visually show the audience what exactly their greener attitude is doing and what it greater cause it is contributing. Seeing plastic in a waste-fill makes people sad, so seeing it being re-used in an active context (e.g. skateboard) is linked to our goal of keeping the recycling process fun and dynamic. The skateboard itself then also holistically links to one of the rewards the users can win in the app (See phase 3).

(See the full storyboard of ad #2 in the appendix of the entry kit)

## PHASE 3

# “LOYALTY & TAKING ACTION”

MOTIVATING THE AUDIENCE  
TO PARTICIPATE



# PHASE 3: LOYALTY AND TAKING ACTION

PHASE 3 consists of **three elements**:



**USER  
REWARD  
SYSTEM**

**SOCIAL MEDIA  
ENGAGEMENT**



**INTERNATIONALISATION  
OF THE GAME**



# USER REWARD SYSTEM

## HOW TO KEEP PEOPLE GOING GREEN?

To motivate people to continue to recycle the caps and bottles, we want to integrate a reward system into the app that will continue the following cycle:

## “THE CYCLE”

**PLAY THE GAME  
#LOSETHECAP**

**SUSTAIN HABIT  
OF RECYCLING  
BOTTLE & CAP  
SEPARATELY**

DYNAMIC COMBINATION  
BETWEEN ONLINE &  
OFFLINE ENGAGEMENT

**RECYCLE CAPS &  
BOTTLES AT  
SUPERMARKETS**

**GET REWARDS  
AFTER RECYCLING  
& COMPLETING  
LEVELS IN THE  
GAME**

Users have a maximum of chances to successfully win the reward (dependent on their successful completion in the game's level)

# USER REWARD SYSTEM

The rewards users can win after recycling every 25 bottles (including their caps) & successfully completing the corresponding level in the game, include the following:

## SKATEBOARD

Inspiration: Dutch company "Wasteboards"

We aim to partner with this company to create these boards.

(Made entirely from plastic bottle caps)

**WHY?** The audience can through this, see their recycling habits having positive consequences that also endorse an active, happy-living attitude.

Partnership: The "FRUSACK" was made by two Czech students and links to our context of the supermarket.



## REUSABLE BAG



## AN ACTIVE WEAR SET

We want to partner with local, Czech-based planet-loving activewear brand: Circle

Made entirely from recycled materials



circle.cz [Follow](#)

63 posts 2,038 followers 326 following

**Circle**  
Planet-loving activewear #planetlovingactivewear  
🇨🇪 Czech design and manufacturing  
♻️ Recycled materials  
🧘🌊 Inspired by yoga and the ocean  
[www.circle.cz](http://www.circle.cz)

# SOCIAL MEDIA ENGAGEMENT

## ENGAGEMENT AND INTERACTION

Besides frequent posting (& reminding the audience of the different campaign elements) we will also use social media platforms such as Instagram, Facebook and Twitter to enhance the level of interactivity with the audience. This will be done by frequently using hashtags such as **#losethecap** and **#sharetheresponsibility**.



**cocacolaczsk**  
Prague



Liked by jenny\_2 and 3,560 others

**cocacolaczsk** 'Lose The Cap' is now available on the app store! [#CocaCola](#) [#ShareTheResponsibility](#) ...more

[View all 35 comments](#)

5 MINS



All Czech Coca Cola platforms will show the 2 advertisements and both videos will be formatted to also function as Instagram & Facebook advertisements.



# SOCIAL MEDIA CAMPAIGN

## Audience Name

Czech Coca Cola Audience: Share The Responsibility Campaign

Location: Czech Republic

Age: 18 - 24

People Who Match: Interests: Sustainability, Coca-Cola, Recycling, Plastic pollution, Environmental protection, Zero waste, Plastic recycling, Environmentalism, Reuse, Sustainable living, Ethical consumerism, Soft drinks, Sustainable Development Goals, Fun, Video games, Online games, Apps Store, Interactive media, Laughter, Mobile app, Happiness, Quality of life, Entertainment, Well-being, Games, Mobile phones, Mindfulness, iPhone, Smartphones, Mobile game, Personal development, Self-awareness, Recycling bin, Mobile device, Recycler, Motivation or Sustainable products, Field of study: Sustainability, Sustainable development or Environmentalism

Detailed Targeting Expansion: On

## Audience Size



Your audience selection is fairly broad.

Potential Reach: 960,000 people [i](#)

Your criteria is currently set to allow detailed targeting expansion. [i](#)

## Estimated Daily Results

Reach [i](#)

15K - 44K

Post Engagement [i](#)

1.2K - 3.3K

# SOCIAL MEDIA ADVERTISEMENTS

## INSTAGRAM ADS



 @cocacolaczsk Sponsored



20.451 views  
cocacolaczsk Are you going to join us in the movement? Separate the cap from the bottle and join us #LoseTheCap  
View all 245 comments  
2 DAYS AGO

 @cocacolaczsk Sponsored



20.451 views  
cocacolaczsk Can you get the highest score? Join us now in the live #LoseTheCap game!  
View all 245 comments  
2 DAYS AGO

 @cocacolaczsk Sponsored



20.451 views  
cocacolaczsk Can you come up with the most creative #LoseTheCap challenge? Show us your creations with the hashtag  
View all 245 comments  
2 DAYS AGO

 Cocacolaczsk 2h

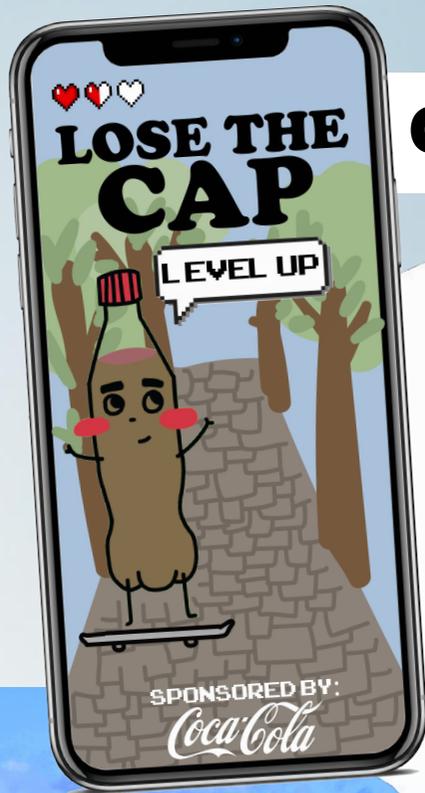
# #LOSETHECAP

*Coca-Cola*

SHARE  
THE  
RESPONSIBILITY

 Send Message 

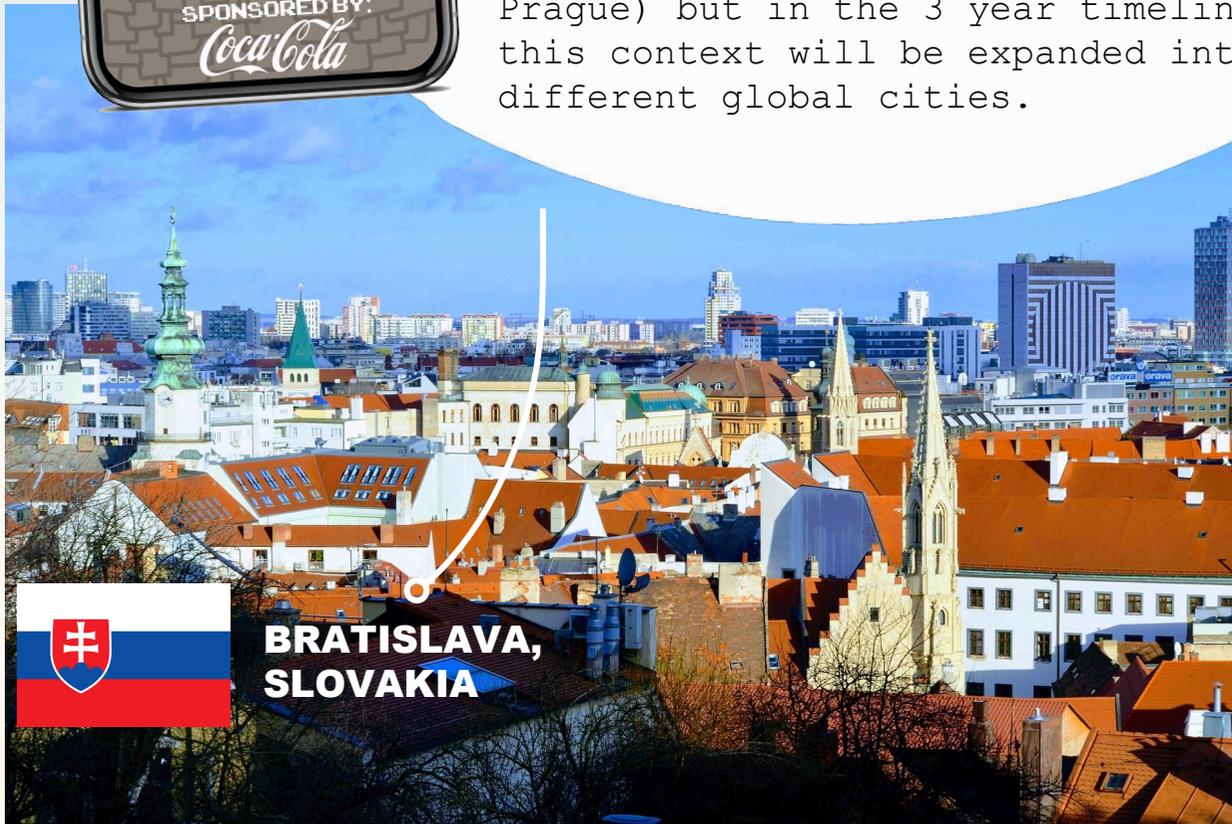




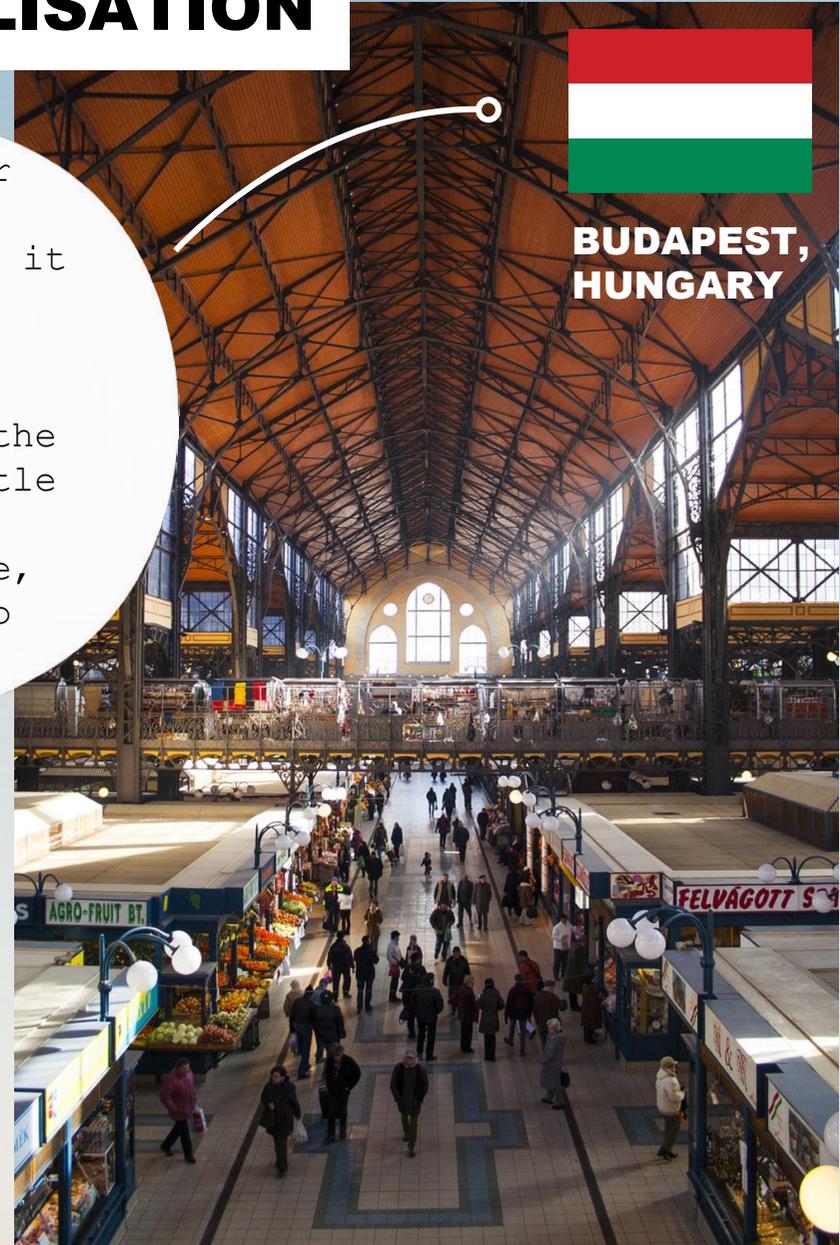
# GAME INTERNATIONALISATION

To keep the campaign relevant over the 3 year time-span, we focus on the expansion of the game to make it appealing to other countries.

The first version of the game is designed fully in the context of the Czech Republic (Cole the Cola bottle is skating through the streets of Prague) but in the 3 year timeline, this context will be expanded into different global cities.

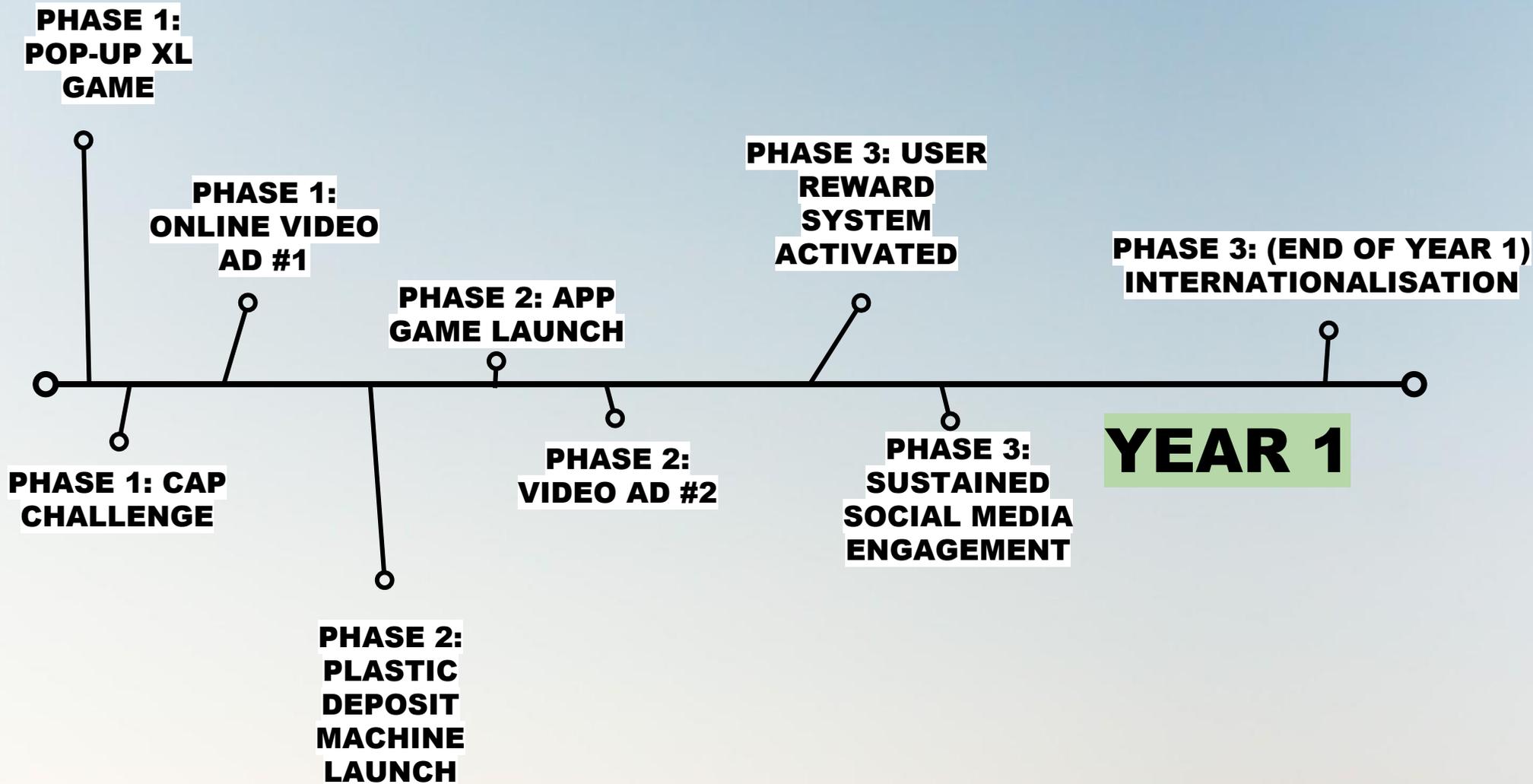


**BRATISLAVA,  
SLOVAKIA**



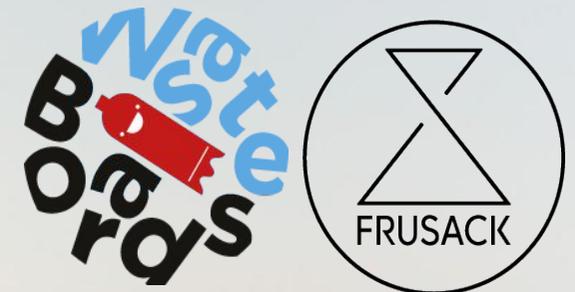
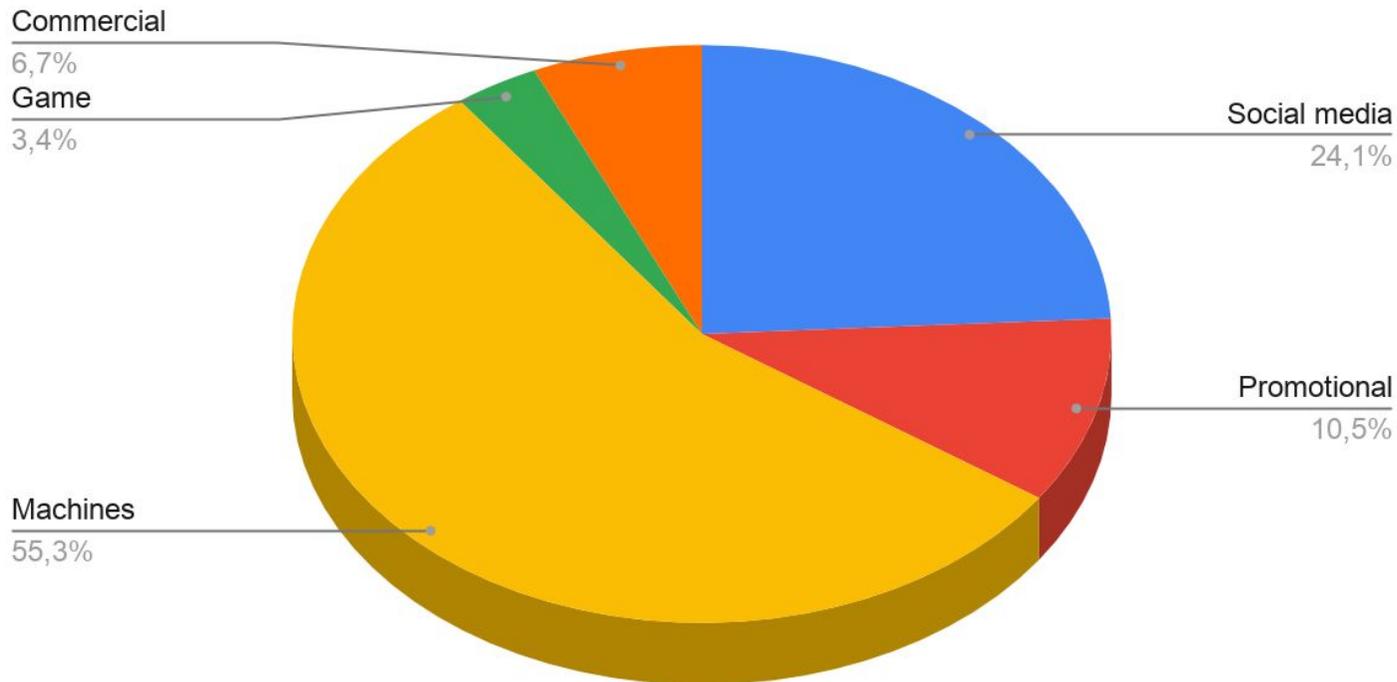
**BUDAPEST,  
HUNGARY**

# TIMELINE



# BUDGET

In order to fully execute our campaign plan, we aim to partner with the following brands:



The budget for the campaign, including all operational and logistical aspects, is 800.000CZ/30.000EUR



**THANK  
YOU.**