



Engaging with Teens through Branded Content for Coca-Cola

Summary of the brief: In collaboration with Coca-Cola, Ogilvy is looking for ideas that would allow Coca-Cola brands to engage with teens relevantly through branded content - whether that takes the shape of a TV show, a web movie series, a mobile application, a game...

JURY MEMBERS



Benoit de Fleurian
Managing Director,
Ogilvy & Mather
France



Frederic Levron
Group Director,
Ogilvy & Mather
France



Guy Duncan
European Creative Director,
Coca-Cola
United Kingdom



Stafford Green
European Head of Digital Marketing,
Coca-Cola
France

FINALISTS

WEDNESDAY 14 APRIL 10.30 - 11.15 | Audi A, Level 3

180 projects received from 34 countries

CONTAGIOUS HAPPINESS

DESCRIPTION: It will respect the "Happiness" philosophy and will match it with the opportunity, given to teenagers, to express themselves, their world view, their own idea of happiness, and to share it with their mates. So Happiness, through sharing, is contagious: it spreads and multiplies. It will match the old concept of collections (that multiplies purchases, loyalizes customers to the brand, empowers the brand as a "lovetable"), with new multiplatform technologies and tools (UCC, virals, social networks, video sharing, visual tags).

FINALIST:

- Alessandra Alessandri, Media Consultant / Owner, LABMEDIA (Italy)
- Eri Garuti, Consultant, LABMEDIA (Italy)

Labmedia is an Italian media consulting company, focused on Research and Development of Audiovisual content. Among its clients all the major Italian broadcasters, media agencies, tv production companies, audiovisual associations.

www.labmedia.it



Alessandra Alessandri



Eri Garuti

BRING HAPPINESS TO LIFE

DESCRIPTION: The "Bring Happiness to Life" project will enable teens to use their creativity and energy to change their world by focusing the global reach of Coca Cola, multiple media platforms and social media strategies on projects that symbolize a positive, optimistic and daring view of life. Our community of teens will create and refine their projects, present their ideas on European TV, and the winners will be given the resources to bring it to life.

FINALIST:

- Rod Barkley, President, ATLANTIC STUDIOS (US)

Atlantic Studios, through its partners in Europe, develops and produces film and television content emphasizing universal human values.

www.atipub.com



Rod Barkley

THE WIN-WIN SHOW

DESCRIPTION: The Win-Win Show is a totally new type of format where you win by helping others to win. Young people passionate about improving their community will put forward projects that they would like to see come to life in their area and each person will develop their own project as well as those of others. The overall winner will have to show passion, flair and drive to reach their objective whilst also assisting each member of the group to reach theirs.

FINALIST:

- David Cornwall, Director, SCORPION TV (UK)

Scorpion TV is an international production and distribution company dedicated to the worldwide development and sales of award-winning films and television shows.

www.scorpiontv.com



David Cornwall