

# Content 360 challenge shakes up Coca-Cola's recipe for happiness



Labmedia's Eri Garuti (left) and Alessandra Alessandri present their pitch for a digital version of the picture-card ploy

HOW DO you make everybody happy? That was the Content 360 challenge tackled by three pitchers in the session Engaging With Teens Through Branded Content For Coca-Cola.

One of the jurors, Guy Duncan, European creative director at Coca-Cola

UK, warned at the outset: "Teens are a tough target. They are cynical and hate over-selling." But happiness was Coke's keyword, Duncan added: "You open a bottle of Coke and happiness comes out."

Media consultants Alessandra Alessandri and Eri Garuti of Italy's Labmedia

opted for a digital version of the picture-card ploy. Teens would be invited to submit online 15-second videos showing happiness, from which 100 would be selected. Fellow teenagers would then be able to collect the video clips by collecting access codes from Coke packaging, with a digital partner such as YouTube storing the clips. Excitement would be generated by the hunt for the rarest clips.

A TV partner such as MTV would air the 100 clips as fillers and broadcast live an 'Oscar' ceremony attended by the 100 authors and celebrities, during which a grand prize would be awarded.

Juror Frederic Levron, group director of Ogilvy & Mather France, pointed out that the problem with user-generated content was engaging participants.

Rod Barkley, president of Atlantic Studios, offered "an online experience unlike any other": teenagers could collaborate online to suggest projects answering the question: what would you do to bring happiness to the world?

Twelve finalists would present their ideas on a one-hour TV show, with viewers and a jury deciding which one was the winner. The challenge of realising the winning project

would be tracked in a weekly TV series. David Cornwall, director of Scorpion TV, then presented The Win-Win Show. "Teenagers do care about the community and want to challenge the negative stereotypes of themselves," he said. A Win-Win TV show would invite European teams to submit projects that would improve their community — anything from a skate park to a library — many of them to be realised by the Coca-Cola Trust. Six projects would be selected from ideas uploaded online for the Coca-Cola Academy. Each week, the teams would complete a project benefiting a community, with the results shown on TV. "The winner of the show would be the person who gets the most points for helping everybody else complete their tasks," Cornwall said. Votes would come from adult mentors, online and mobile phones.

He added: "Win-Win signifies that happiness comes through sharing." Jury member Benoit de Fleurian, managing director of Ogilvy & Mather France, had just one question: "This breaks all the rules of television that require you add sex, betrayal and bad behaviour. How can you make sure this will work?"

Cornwall replied that Win-Win is "The Apprentice with a heart".



Atlantic Studios' Rod Barkley outlines "an online experience unlike any other"



Scorpion TV's David Cornwall: "The Apprentice with a heart"

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