

Coke takes a chant

BRASILIA, BRAZIL: Football is a heavily regulated area when it comes to advertising. Big ticket sponsorship deals mean that advertising opportunities are fiercely protected so as not to damage a brand's investment.



Coke wanted an opportunity to engage with football fans in Brazil during the 2010 World Cup - and to that end identified one of the few remaining areas that have not been sold as sponsorship inventory: The football chant.

By taking the customary 'goal' shout, cried by commentators and fans at the crucial moment when a ball hit the back of the net, Coca-Cola was able to link the brand to a moment of celebration for football fans.

Using the five note refrain from the unofficial, but incredibly well known World Cup-related song *Wavin' Flag* by K'naan, Coke tweaked the way the 'goal' moment was used on TV and in the stadiums.

Results

This campaign won the "Creative Use of Media Award" at the 2011 Festival of Media Latam Awards.

For more, visit: <https://www.bizcommunity.com>