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open happiness™

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# OVERVIEW



## “Open Happiness”

- The company focused on reaching young people worldwide via social media networks.



## Fast Horse Incorporated

- Coca Cola & Fast Horse came up with the extraordinary idea for a journey called Expedition 206.



## The Journey

- Three young Coke Ambassadors travel to 206 countries where Coke does business.



## The Mission

- Talk to young people from all different cultures and find out what makes them happy.
- [http://www.thecoca-colacompany.com/dynamic/press\\_center/2010/01/expedition-206-1.html](http://www.thecoca-colacompany.com/dynamic/press_center/2010/01/expedition-206-1.html)

# OPEN HAPPINESS



- Launched on American Idol in January 2009.
- Global Marketing campaign which, included promotion, advertising, digital and music components.
- Open Happiness appeared during Super Bowl XLIII
- <http://www.youtube.com/watch?v=pEDSNUOEZfA>

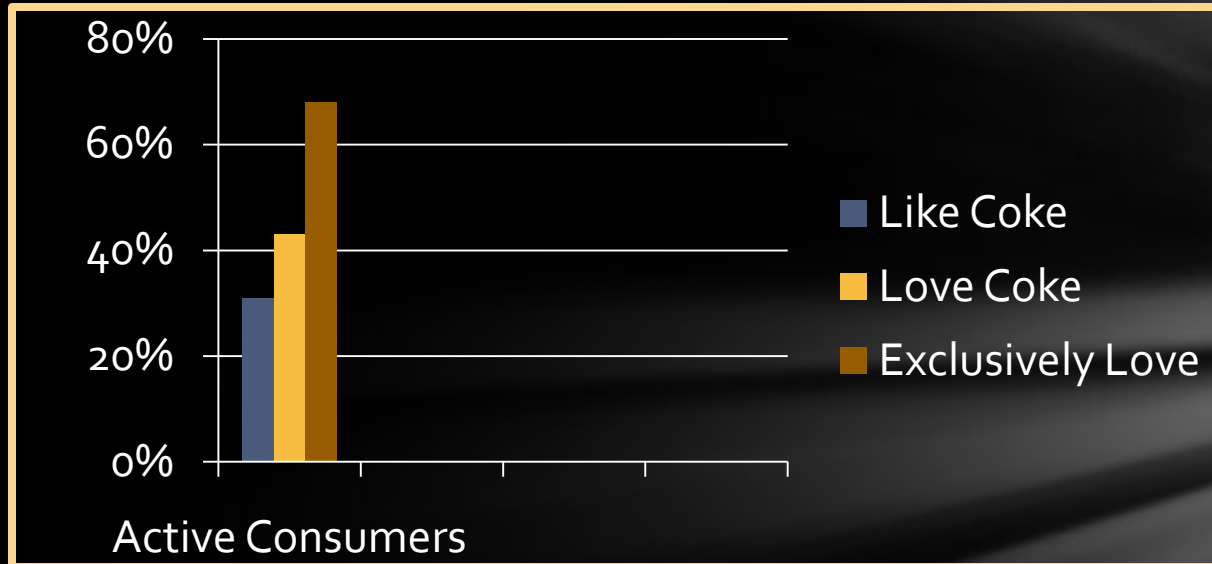



What is...


FAST  
HORSE ?

- Partnered with Coca Cola on Expedition 206.
- Fast Horse is an innovative, integrated marketing agency.
- Company has a reputation for creativity and a track record of producing results.

# RESEARCH



 In 2008, Coca-Cola Institute published a study of 3,000 interviews that focused on the causes of happiness.

 The end result put great value on “the smaller things in life”, which became the focus and mission of the journey.

# S.W.O.T



## Strengths

- Quick “buzz” and positive media coverage about the expedition
- Excellent use of social media facets which generated ongoing dialogue
- Worldwide engagement and support
- Personal interaction with consumers
- Enlightening feedback



# S.W.O.T



## Weaknesses

- Culture barriers
- Prior to Expedition 206, the “Open Happiness” campaign was not making sufficient use of social media venues.
- Small target audience, (teens, and twenty something's)





# S.W.O.T



## Opportunities

- Opportunity to hear viewpoints directly from consumers.
- Personally reach consumers; humanistic value calls attention to program.
- Increase presence of brand where Coca Cola does business.

# S.W.O.T



## Threats

- Competing companies; ex: Pepsi Refresh program.
- Very long program, threat of decreased interest of target market.

# PLANNING



## Communication Objectives

- Produce compelling content in order to further engage target audience.
- Gain positive media coverage of Expedition for a program that will be accessible in each country where Coke does business.
- Increase support and love for the Coke brand.



## Key Publics

- Teens and those in their twenties that participate with social media.
- All people within the cities and countries where the “Happiness Ambassadors” would visit.
- All media outlets.

# PLANNING



## Strategies

- Quickly launch Expedition 206 with much attention.
- Get Coca Cola consumers involved prior to the start of the expedition.
- Show the world the personalities of the travelers or the “Happiness Ambassadors.”
- Create opportunities
- Make the best use of Coca-Cola’ s global marketing and communication teams.



## Tactics and Techniques

- Maintain support by holding events and selecting “Happiness Hosts” at each location visited.
- Distributing one of a kind Coke bottles at each location.
- Maintain the Twitter account to encourage ongoing dialogue and interest in the expedition.
- Share with the world via social media the focus of the expedition; what makes people happy.







# Execution

Phase one:

Program launch

Phase two:

Winners are revealed

Phase three:

Start of Expedition





# Evaluation

- The program was received extremely positively.
- 775 million media impressions.
- Multiple award winner.

