

# Coca Cola: share a personalized bottle

A new way for Japanese consumers to share a Coke

## Objectives

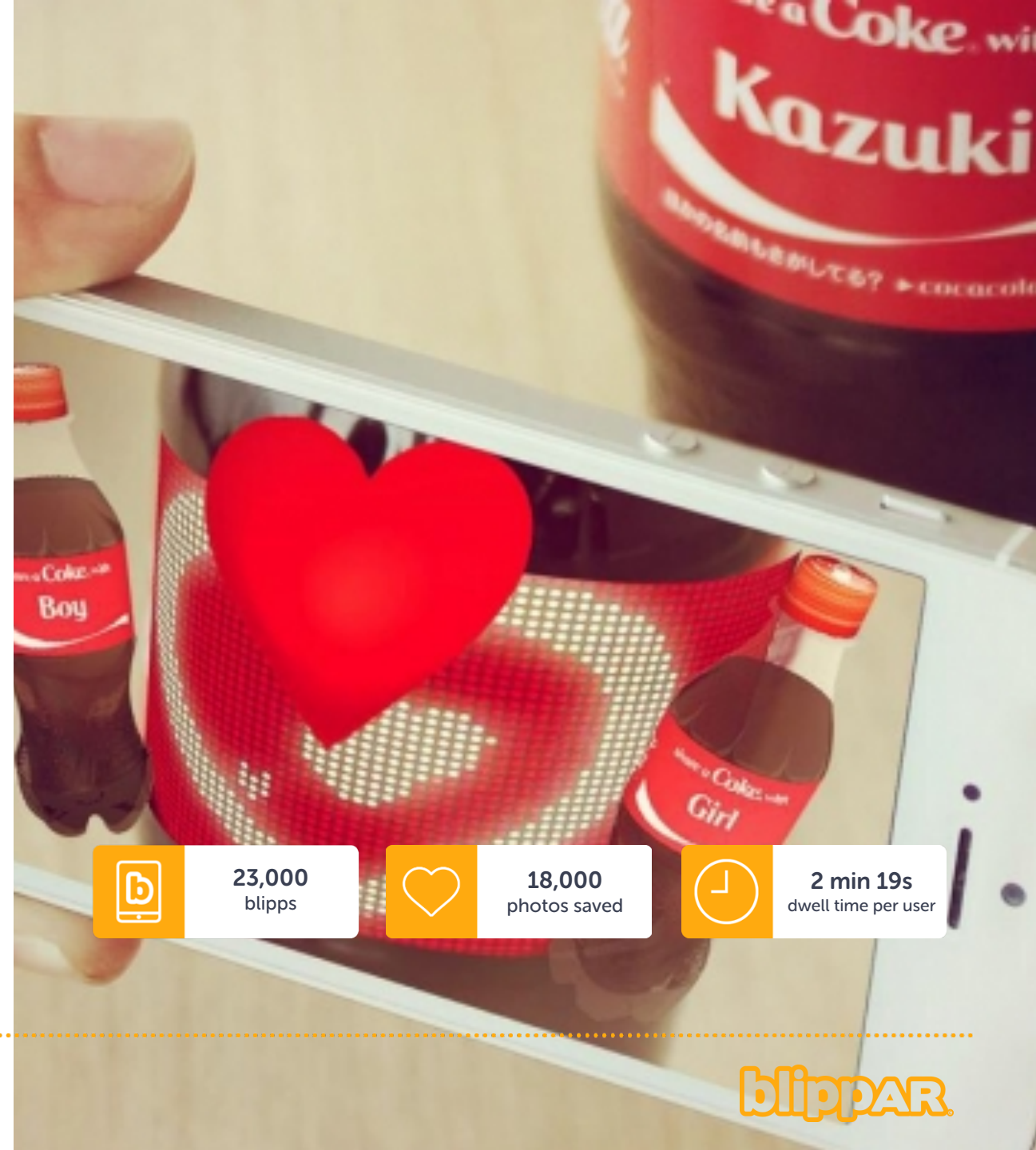
- Reach latent customers by driving people to share a Coke with others

## Solution

- Users could blipp Coke bottles to overlay their names on them
- Take selfies with their custom bottles and share them on social media or with friends and family

## Activation

- Markets: Japan
- Social media posts by Coca-Cola and key influencers
- Offline events with strategically placed CTA boards



# Coca-Cola: share a personalized bottle

See it come to life.



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BLIPPAR APP



**AIM & FRAME**  
WHOLE IMAGE



**WATCH**  
IT COME TO LIFE

Change location to Japan in  
Blippar app settings

