

Coca-Cola Christmas Truck Tour 2011

Objective: to bring the 'magic of Christmas' to the people in Austria. A whole new concept was required from the agency. Goals were promoting the image of Coke, the Christmas tradition, creating magic moments for families, bringing the truck to everybody and feeling the event with every sense.

Creative idea and description: a big show parade with artists, dancers, show trucks, Christmas projections, gospel singers, fragrance, costumes, gifts for kids, Santa Claus with his truck, tradition, gastronomy and kids attractions together in a big parade like in Disney World in every province and small stops so everybody in Austria has the chance to see the world famous Coke Christmas truck. The truck tour stopped in nine cities for the big show stops and was seen in 60 small communes and cities all over Austria. The tour was family orientated, exiting, efficient and traditional. The concept was build up on five main topics: the first Christmas parade in Austria, light orchestration, video and projection orchestration, gifts, gastronomy, to fragrance the venue and the Austrian winter wonderland. With this concept every sense of the spectators were reached, which was the goal of Coca-Cola.

Staging and set design: one stage at each show stop for moderation, interviews, singing with Santa Clause and live acts. At the final stop in Vienna a big show stage was build up for Natascha Bedingfield. The venues at the show stops were designed in Christmas style. 20 big Christmas trees, a parade street, gastronomy trailers, decorations, brandings,



fragrances with a unique technology for the whole venue, house projections, photo tent for picture with Santa Claus, and a carousel for kids.

Media Mix: direct mailing distribution of Christmas packages to radio and tv and newspaper Stations; advance notice to over 900 journalists; Christmas spot in national tv, homepage (photos, stops, information), editorial office tour with Santa Claus, special tv coverage of the final stop in Vienna (concert of Natascha Bedingfield, incl. press conference), adv cooperation with communes (Poster and Flyer), facebook adv.

Results: over 60.000 spectators (record), 40 people staff, 25 artists, 15 technicians, 20 security staff The truck tour generated a great media value in Austria and ended with a big concert of Natascha Bedingfield. 220 media clippings. Over 10,000 km were covered and everybody had the chance to visit.

[DATA SHEET]

Country: Austria

Organiser: Kesch Branding

Client: Coca-Cola

Date: November 18th - December 17th, 2011

Target: general public; customers

Location: nine show stops in every province, eight customer stops, over 60 way stops (national wide communes)

Budget: up € 400,000 to € 500,000