

Coke side of life in Tanzania

Through “The Coke Side of Life” creative strategy, the company is using its global resources to drive a multi-media, multi-cultural platform in markets across the world. The fully integrated campaign consists of television, outdoor advertising, print executions, viral marketing, and public relations.



Coke launched this strategy in South Africa last year and is now moving market by market throughout Africa.

The roll-out in sub-Saharan Africa has commenced in Tanzania with high impact outdoor advertising. This forms part of the global multi-year partnership between Coke and Clear Channel Outdoor internationally.

One of the twists of the campaign is the format of a truncated Coca-Cola logo, which has drawn quite a lot of attention with its deliberate play on the slogan "Live on the Coke side of life".

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