



MAGIC
MANAGEMENT

and Coca-Cola Great Britain

Coca-Cola
Trademark Regd



MAP

Deliver one million ice cold bottled samples at 150 events across the UK.

Create a magical experience that would create positive associations with the brand and make key messages memorable



AUDIT

An awareness of the power of language in face to face communication, led us to recommend that the campaign was not positioned as a free sampling exercise. 'Free' means of no value and can be more effectively communicated as 'complimentary sample' or 'a gift from us'. The brand was already very well known to the target consumers, so there was a need to 'force a rethink' about the brand and its key attributes.



GAMEPLAN

The campaign message focused heavily on the effect of the product on the senses of touch, taste, sight and sound. We added the sense of wonder by designing a number of bespoke magic tricks that highlighted these particular brand and product values.



IMPLEMENTATION

We interviewed 200 people to identify 50 field staff whose look and attitude was wholly commensurate with the brand and used professional magicians to train these staff to perform the special magic tricks. Our training included team building and motivational training to ensure that staff operated as a team. Delivered at 150 key events across the UK, the campaign was focused on creating one million positive experiences rather than simply delivering one million samples.



CONCLUSION

The campaign offered a highly targeted way to deliver product samples and specific brand values to key selected areas. Mystery shopping showed a high level of confidence in delivering pre-determined messages. Random testing of consumers after they had enjoyed the experience showed that 86% could accurately recall specific brand features presented at the time of sampling.

For more information about Magic Management or Magical Innovation™ visit

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