

STORYSD - EPISODE 111

COKE – HAPPINESS FACTORY [TRANSMEDIA STORYTELLING CASE STUDY]

Hi! I'm Soraia Ferreira and welcome to StorySD episode number 111.
Today it's time to break down the case study - Open Happiness from Coca-Cola.

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And now, here is your host, Dr. Soraia Ferreira, story strategy consultant & trainer.

This campaign started back into 2006 and it ended in 2016.

It started has a Super Bowl commercial and it was so successful that Coca-Cola wanted to continue this story.

They approached Jeff Gomez Company who developed the universe, along with his team, the characters and storylines.

There was a short produced. In this short, you also see a boy, like in the commercial, putting a coin inside a soda machine. Inside, there's the coke factory. On the short, you see one of the workers saving Coca-Cola and at the end the boy gets the drink and then on he goes to the girl. They enjoy the drink and watch a movie.

They also did a mockumentary. In this mockumentary, it was the first time that I heard the voices of the characters. They really have very distinct personalities. It was interesting to see them talking about how it is to work at that factory.

There was also a website. There were games. There were also comic books. There was a music released on iTunes.

It was a very successful project.

Standing on the Shoulder of Giants

The recommended resource for this episode is Jeff Gomez. He's one of the people that I have been following for a long time.

Go to his website and check up his company website called Starlight Runner. There's a section with case studies and one of the case studies is the Coca-Cola case study. You can find the results that this campaign had and you also have information about the platforms and other stuff. It's really interesting.

In the next episode, I'm going to be talking about the Lego transmedia storytelling case study. Until then keep moving forward!

Thank you for tuning in to StorySD.

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