

Channel Use			
○ Digital ○ Commercial for Youtube ○ and Instagram ○ Website	○ Instagram ○ Sponsored stories ○ Filter	○ Packaging ○ Reversing the bottle cap ○ opening habit ○ New bottle label	○ Outdoor ○ Coca-Cola trucks ○ Gerilla fliers ○ Sales Channels ○ (Future Machine, Coca-Cola fridge design)

CAMPAIGN TIMING			
○ Reverse cap ○ New label	○ Missing poster ○ Future Machine ○ Instagram filter ○ Sponsored Instagram ○ story & post	○ Web site ○ Brand coin	○ Supermarket ○ Fridge design ○ Coca-Cola trucks ○ Charles University light switch

turn the future <i>Coca-Cola</i>	Insight “I am aware about the importance of recycling, I just somehow forget to do it.”	Message TURN THE FUTURE SAVE THE NATURE
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Objective The main objective of this campaign is to raise awareness to Coca-Cola's 2030 goals, create an understanding of the future and to break people's habits about plastic bottles in order to support recycling.	Target Audience Coca-Cola consumers between 18-34, who are aware of the climate change, have an idea of the plastic waste issue and likely to recycle.
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Coca-Cola

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