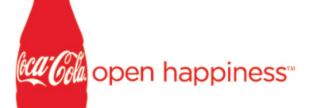


Coca-Cola East Rand Mall Experiential Campaign







In Collaboration with VanElli Promotional Modelling a Marketing Campaign Was introduced at the East Rand Mall in Boksburg.

Armed with Enthusiasm and Contagious smiles, Promoters were instructed to Hand out 'Spot Prizes' throughout the mall, they did this by entering all the various Restaurants (Covering all the bases) and surprising customer's with Coca-Cola's generosity!! By collecting till slips of the customers who were found with a COKE in hand, Promoters made sure that each customer could be entered into the draw for a SONY HOME THEATRE SYSTEM

What better way to leave a lasting memory of Coca-Cola then being a permanent item in someone's Living room, that is the home theatre system of course!!





Rocking the East Rand Mall Rocking the East Rocki







Coca:Cola.









Coca Cola.









Gabi's STYLE!



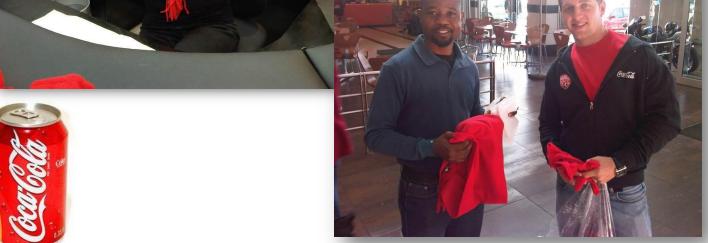
















Coca:Cola



SMILE STYLE!









Coca Cola.



You've just witnessed VanElli Representing Coca-Cola The stylish way In The East Rand Mall





