



Coca-Cola



Coca-Cola East Rand Mall Experiential Campaign



Coca-Cola open happiness™





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!!



open happiness™



Coca-Cola

Rocking the East Rand Mall Coca-Cola STYLE!



Coca-Cola

**Coca-Cola's
STYLE!**



Coca-Cola

Lezanne's
STYLE!



Coca-Cola

Ryan's STYLE!



Coca-Cola

Gabi's STYLE!



Coca-Cola

SMILE STYLE!



Coca-Cola



SMILE STYLE!



Coca-Cola





You've just witnessed
VanElli

Representing Coca-Cola The stylish way
In The East Rand Mall

