

## " COCA-COLA: HAPPINESS MACHINE"

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### Business Opportunity and Objectives

The creative brief delivered to Definition6 had three objectives. For \$60,000, the team was challenged to create an online video that would:

1. Demonstrate Authentic Happiness

- The challenges of daily life are giving to an increasing desire to find authentic happiness.

2. Showcase Human Connection

- The key driver of happiness globally is human connection. Happy people are connected and human connections make us happier.

3. Induce:

- Sharing with others (no paid media to support this)
- Small moments of happiness

In the Initial thinking, the original WWHSN video was intended to be a one-off consumer touch point that would live by itself in the online environment. However, as we soon learned, this content was too good to leave alone and burst at the seams to explode into something more.

### The research story behind campaign development

#### Acting Bold and Being a Catalyst for Movement

The role of 'Research' through the development of the 'Where Will Happiness Strike Next' campaign was critical. In the development of this campaign, the knowledge and Insights team, as well as partners Millward Brown, acted as the 'catalyst' for organizational movement and action. In doing so, the researchers stopped watching and started taking action!

After viewing the online video, Millward Brown and the Coca-Cola research team provided a continual push within the organization to take this viral experience to another level and to leverage it beyond its current adaptation. These two groups had experience and expertise regarding great Coca-Cola advertising and they knew this was some of the best ever created, regardless of the online environment. In doing so, these groups acted like the entire Coca-Cola marketing business was "their" business!

#### Arming the Decision Makers to Think Big!

Upon making their initial case through review of consumer dialogue online, the teams provided the organization reason to pursue expansion through testing and providing simple metrics the organization could relate to and understand. These metrics bridged the gap between traditional TVC metrics and those of the online world. In doing so the research team utilized online listening techniques to understand consumer response to this online video and compared it to consumer response of online videos posted for Super bowl TVC content. While not an exact match, the audience understood the significance of creative we were against and realized this \$60,000 video was 'out-punching' its size!

This simple analysis encouraged the organization to invest dollars into a :60 and :30 edit for copy testing. The results of this test placed this as one of the top 1% of all TVC's ever tested for the Coca-Cola Company. Armed with this information, the organization was ready to get down to business! As a result, the TVC was placed on the season finale of American Idol and seeded with a tag to draw additional customers to the online experience.

#### Uncovering the Success and Building Up!

Furthermore, the Coca-Cola Company Research and Brand teams held an idea generating conference to explore how best to communicate how to replicate the experience and how the WWHSN platform could be adapted. During this meeting, the WWHSN 'success' was brainstormed and other creative developments were recommended. These recommendations were reviewed, many of them moving into elements that live online today, including:

- o Happiness Truck
- o Supermarket Surprise
- o Happiness Cooler
- o Café Happiness
- o Happiness Band
- o Drive in Theatre
- o Separated from Families
- o Smile Back
- o Friendship Machine

Research ultimately drove the initiative within the organization that pushed this viral film from being seen by two million customers to one being seen by over 15 million customers, with over 200 million impressions.

#### Campaign description

In 2010, The Coca-Cola Company released the online film "Happiness Machine" with no media support or 'seeding'. In a short time, this online film became one of the most successful online films the company had ever released (with over 3 million views!)

This video was sent into the world through only one, yes, one update on Facebook. As the views for this video and shares grew, the team recognized the need to leverage the success with additional content and consumer engagement. Today, customers can 'find happiness' in every region of the world, across 40 markets, through 100+ versions of videos from the "Where will Happiness Strike Next" campaign

Delivered through online properties the 'Where Will Happiness Strike Next' (WWHSN) campaign captures the essence of The Coca-Cola Company in which customers form bonding friendships and the brand delivers true moments of inspiration and happiness; a true contrast to the media context that most of us are exposed to in our everyday lives. All stemming from a single \$60,000 video released online with one Facebook post. How?

#### Proof of business results

Research on the initial online creative spot led to understanding of several elements of success, including:

TVC copy testing results placed this video in the top 1% of all ads ever tested by Coke! Why?

- o Highly enjoyable
- o Drove message of happiness unequivocally
- o Focused in the brand
- o Made people want more

Qualitative Exercise that identified when (and how) to share online content. While all are active YouTube users, there are a variety of primary uses beyond viewing shared or contagious content, which may be less than a third of their normal usage. Other primary uses include:

- o Stickiness Factor
- o Time Sensitivity
- o Media Substitution
- o Perish-ability
- o Discovery

Qualitative exercise that helped understand the role and acceptability of brands in online content

- o Branded content is held to higher expectations

- o Clever creative using one of the universal themes – humor, awe, sex, disgust, or surprise
- o Higher quality video and production values
- o Can brands be seen as ‘legitimate’ in the viral video world? Answer is overwhelmingly yes, but with the caveat that you MUST bring you’re a game. 100+ videos were discussed amongst these groups have heavy users & content creators, yet when we talked about best in class videos branded efforts dominated. Only a handful of homemade videos were mentioned.

The learnings discovered led to the development of an internal Contagious Content Guidelines for marketers to use when trying for a viral success. This guide includes:

- o Deeper understanding that TV does not HAVE to be the seed for integrated media campaigns (but it is still an effective base)
- o A growing acceptance to the importance to spotting (and nurturing) great ideas when they happen in lower visibility places that requires discipline and deliberation.

A new frame work for engagement for researchers that includes:

- o Do get involved early.
- o Don’t force fit into existing research protocols
- o Do reach out to partners
- o Don’t fear the moderator
- o Do exhibit bravery

Finally, as researchers we often see our roles as yes/no. But we are the hub of what is going on in our or our clients’ organization. Rather than just being the critic, we can play a much greater role by helping look for the next great creative idea. We know we have the tools, now we just need to be bold.