

It's Fanta fun time!

TEL AVIV, ISRAEL: Coca-Cola Israel wanted to put the fun back in Fanta. It needed to reach a target audience of teens, with the message, "never say no to fun". This motto brought to life in the form of a youth club, created by Fanta and Promarket Israel agency.



The purpose of the Fclub was to give teens a range of spontaneous, exciting and fun experiences under the roof of one brand: Fanta. Tens of thousands of teens registered to via Facebook or via text messages. Every few days a text message was sent to their mobile phone. The teens, that were spontaneous enough to be the first to respond, awarded with great events that were available to numerous club members only:

Yacht party: about 70 teens who responded fast enough to the text message were invited at the same day to Fanta's yacht party in the middle of the sea, loaded with games, prizes, contests, and plenty of Fanta.

Spontaneous flight to London: in collaboration with the Israeli 24 music channel, teens were invited by SMS to come with their passport to the channel's pop up Studio in Jerusalem. The 24 teens, that arrived first, participated in live broadcasted mission and won a flight ticket to London for 24 hours of fun.

Pool summer party: a huge summer party was held for 2500 club members that were the first to respond to a Facebook invitation.

First Stand up Show on the plane: the first 70 respondent to text message won a ticket to a live stand up show on a plane for club members only.

Mob the mall: at a late night hour, 35 spontaneous teenagers were given 1000 NIS and a flashlight and were sent to mob Lee Cooper store- one of the hottest denim brand in Israel.

"A Nowhere orange night": the closing party of the club took place in the nature at one of the most ancient woods in Israel. Fanta's shuttles brought 1000 fast responded to a secrete place in the woods to a party that lasted all night long.

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