

Title of campaign: FANTA – Music Is Ours  
Brand / advertiser: FANTA / The Coca-Cola Company  
Media Agency: Carat Media Turkey  
Creative Agency: VMLY&R  
Awards:

- Social Media - Bronze

Campaign video: <https://youtu.be/Jrcnmlq46cM>

### **Campaign Summary**

“Fanta Music” initiative was a festival that toured many cities in Turkey and gave youth the opportunity to have fun and socialise with their friends for many years. Despite its success, the activation had been silent for the last 5 years due to external social and economic factors.

In 2019, we decided to re-launch Fanta Music initiative as an activation routed in digital, leveraging online platforms to increase engagement with and democratise participation in our "MUSIC IS OURS" concept. The main idea was to make a crowdsourced song and a music video together with our audience using digital communication tools such as Instagram Polling Ads – a media first at the time in Turkey – that enabled us to join our forces with the teens we were targeting. In order to bring back the popularity of the initiative and create hype around our project, we collaborated with famous singer Hadise & popular YouTuber Orkun İşitmak to create the hit song of the summer. At the end of the campaign, the song and its music video were created with the votes of 2.5 million teens.

### **Objectives and Strategy**

Music is a key passion point among teens - Fanta already has a strong heritage with music since the Fanta Youth Festival days. But each year, more brands try to associate with Music among teens and it is getting harder to remain as the top of mind brand. The 2019 Fanta Music Is Ours campaign strategy was to win teens’ hearts and minds with the highest ever userbase and we had to take our music campaign one step further. We decided to make a song and its music video together *with* teens instead of making a song *for* them. Famous singer Hadise was at the heart of the campaign to achieve broader reach and to increase local relevancy.

### **Execution and Media**

The digital-only campaign which utilised the first real teen «co-creation» concept at heart was designed. We collaborated with famous singer Hadise & popular YouTuber Orkun İşitmak to create the contents and our summer hit song. Song concept, lyrics, instruments, music video details were all decided through Instagram Polls which was a great media usage to engage with teens and was a media first usage in Turkey which helped us polish the innovative characteristic of Fanta.

### **Creative**

Instagram Polling Ads was the main media usage of this campaign. We focused to enrich user experience on Instagram by using the vertical format, exclusive contents, and media firsts. We got great support from the Facebook Creative Shop. To win teens’ hearts and minds, get more attention and interaction within our content, we created content with Hadise and Orkun working together in a fun, entertaining way to encourage teens to vote. We created teaser videos; shared meet and greet opportunities at backstage, and concert moment videos on social media.

### **Innovation**

This was designed as a social media only campaign which utilised the first real teen «co-creation» concept, so teens choices were at the heart of the campaign. Song concept, lyrics, instruments, clip video details were all decided through Instagram Polling Ads – a media first usage in Turkey with real-time campaign management.

### **Results**

The campaign reached 11.2m unique users among Teens and covered 99% of the target audience. Strong engagement achieved with teens via Instagram Polling Ads; 1 out of 5 people who saw our



polling ads voted. We received a total of 2.5 million votes, and 1 million unique participation: increased ER by 217%. Fanta TR Instagram followers increased above our estimations (by 12x) and reached 80K.

Hadise's new song was viewed more than 20 million times on YouTube within just 2 weeks. Fanta successfully delivered towards the major growth imperative of teen recruitment in YTD'19; increased userbase among teens significantly by +5 ppt and reached to 45%; obtained +7.9 pts on FB BLS Ad Recall rates (vert norm: 6.8 pts); significantly increased brand edge scores 'Connects with my friends' (+17 ppt vs previous year), 'Always doing new things' (+10 ppt vs prev. year) 'Associated with music' (+14 ppt vs prev. year).