

*Enjoy Coca-Cola*

**MAKE YOUR SUMMER**

**Coca-Cola Social Vending Prize Machine**



Enjoy Coca-Cola

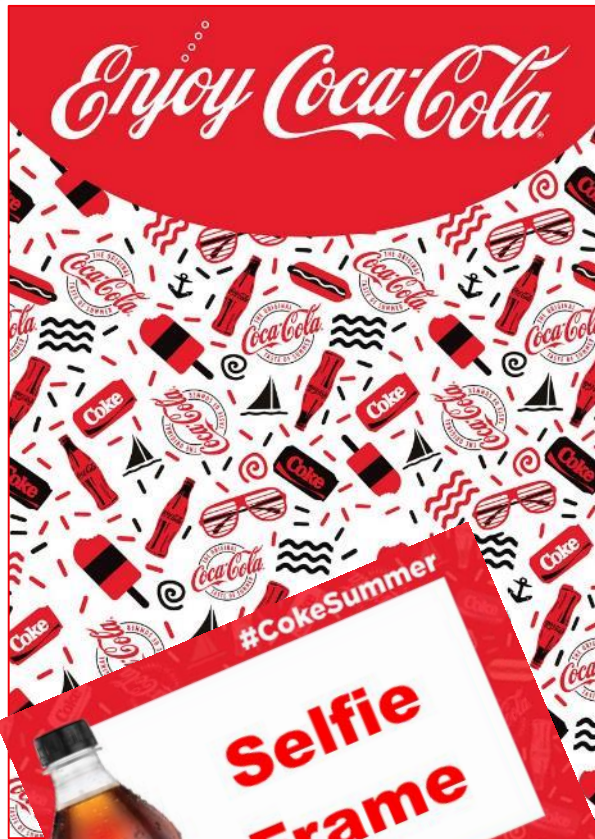
# CONSUMER EXPERIENCE Social Vending Machine



## Social Vending Machine

SNAP | POST | WIN

1 Take a photo in front of the custom backdrop



2 Post photo on Instagram, Twitter or Facebook to @CocaColaUnited #CokeSummer



3 Prize dispenses custom gift box from the vending machine

Red Ticket Card  
Placed in select boxes for oversized prizes



Custom Gift Box



PRIZES:

- Coca-Cola mini cans
- Coca-Cola premiums
- Asset tickets
- Wal-Mart gift cards

# Social Vending Machine Timeline

## Project Timeline

Timeline and Deliverables	Due Date
Contract and Initial Deposit (Client)	4/25/2019
Product Samples received (Client) – Need 5 samples of each item being vended	5/3/2019
Software Layout and Design Final Proof (Client)	4/25/2019
Remainder Due Notification (IVS)	4/30/2019
Product Planogram (IVS)	5/6/2019
Graphic Wrap Design and Final Print Proof (Client)	4/26/2019
Hardware and Software System Testing (IVS)	5/6/2019
Pictures and Video (IVS)	5/7/2019
Remaining Payment (Client)	5/7/2019
Shipment Date (IVS)	5/7/2019
Delivery	5/13/2019

# Social Vending Machine

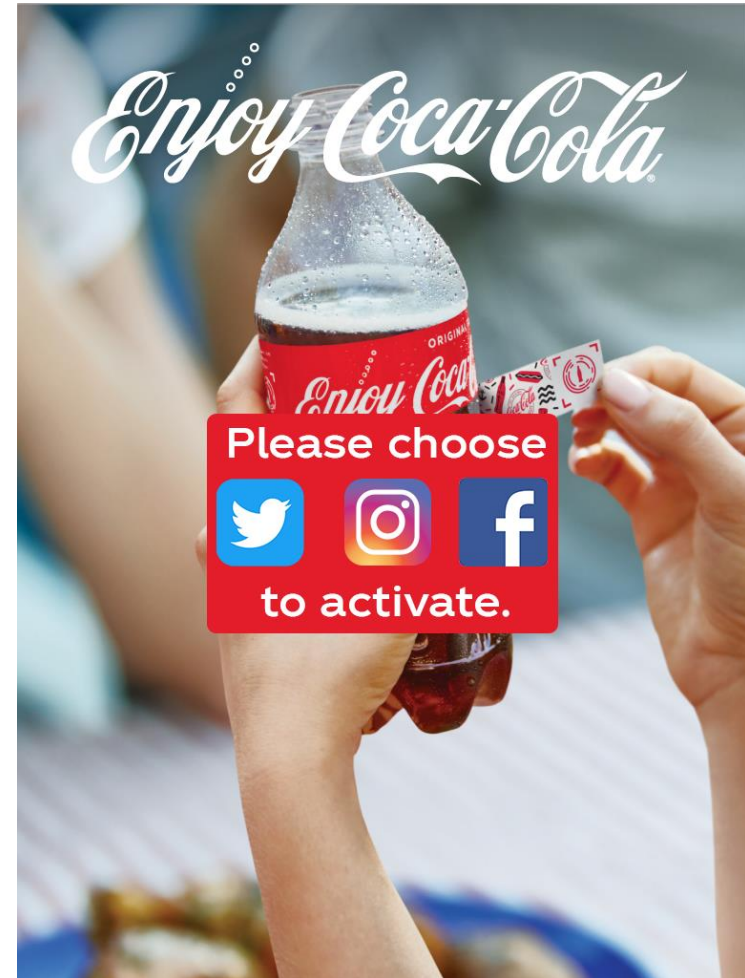
SNAP | POST | WIN

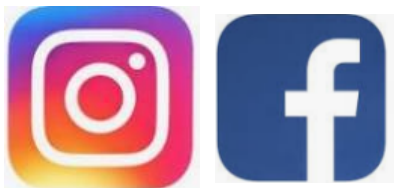


# Social Vending Machine



# Touchscreen User Flow



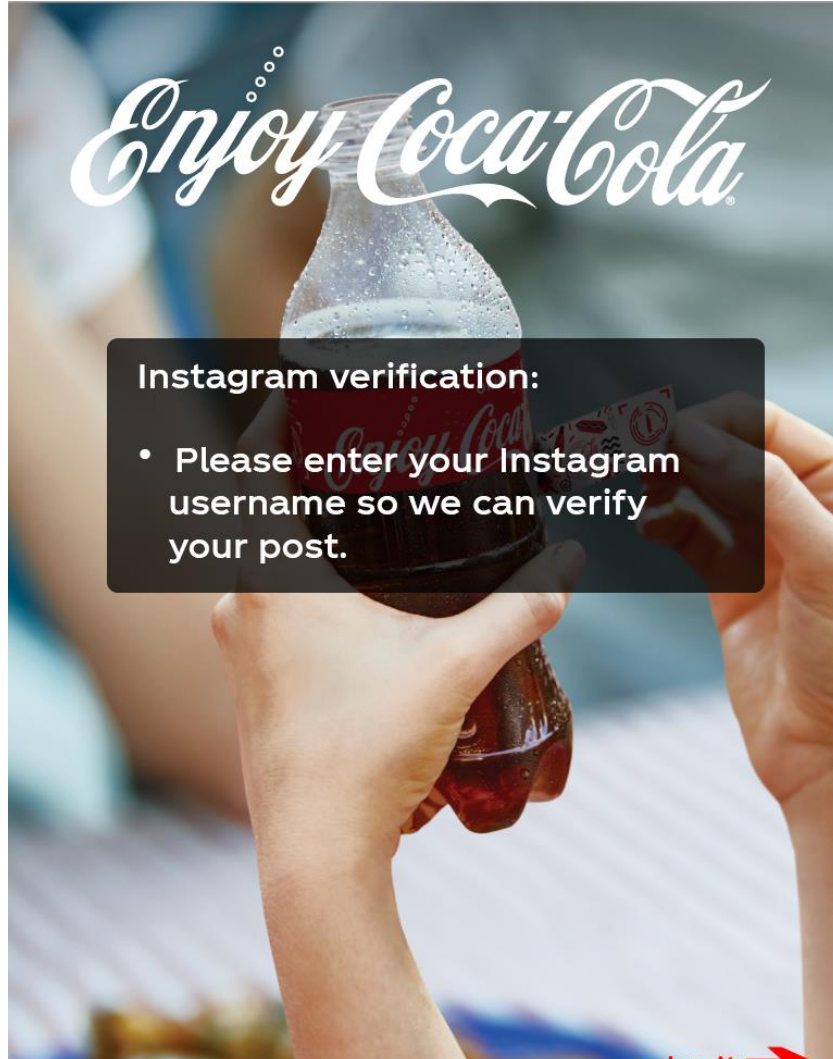


# Instagram/Facebook Instructions



**Instagram Instructions:**

- Follow us on Instagram @CocaColaUnited and make sure your account is public
- Please post your best Coca-Cola Pic
- Please use these hashtags: #EnjoySummer #Coke123
- Enjoy your prize!



**Instagram verification:**

- Please enter your Instagram username so we can verify your post.

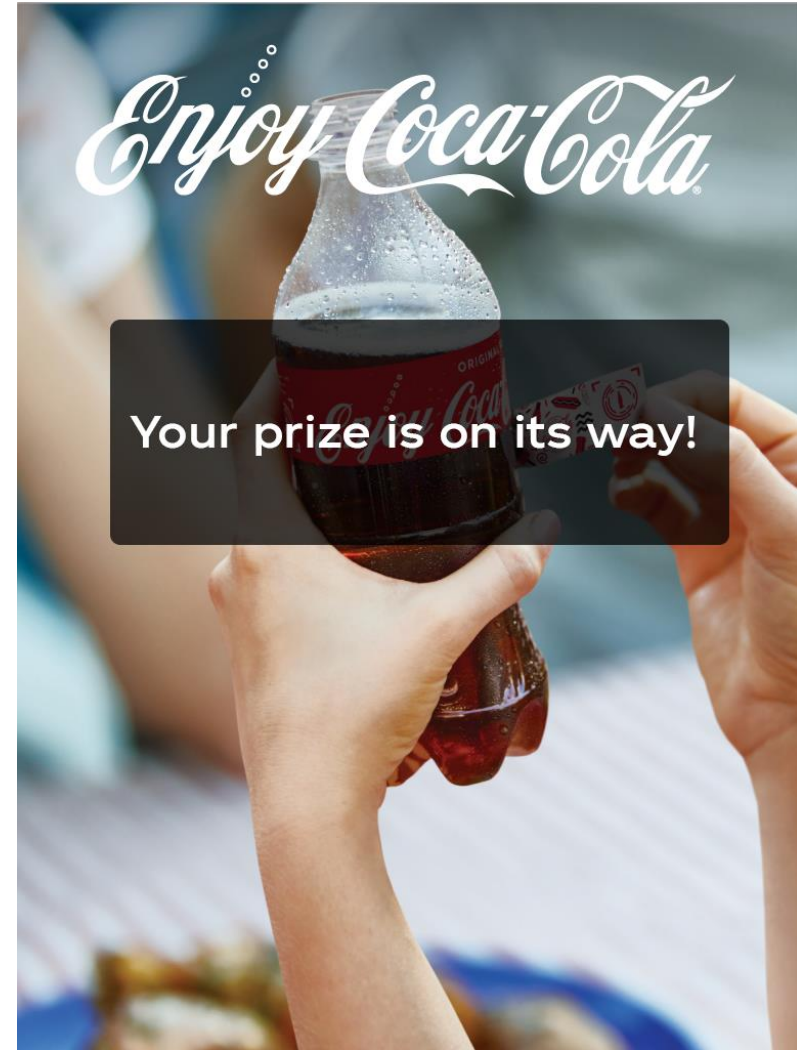
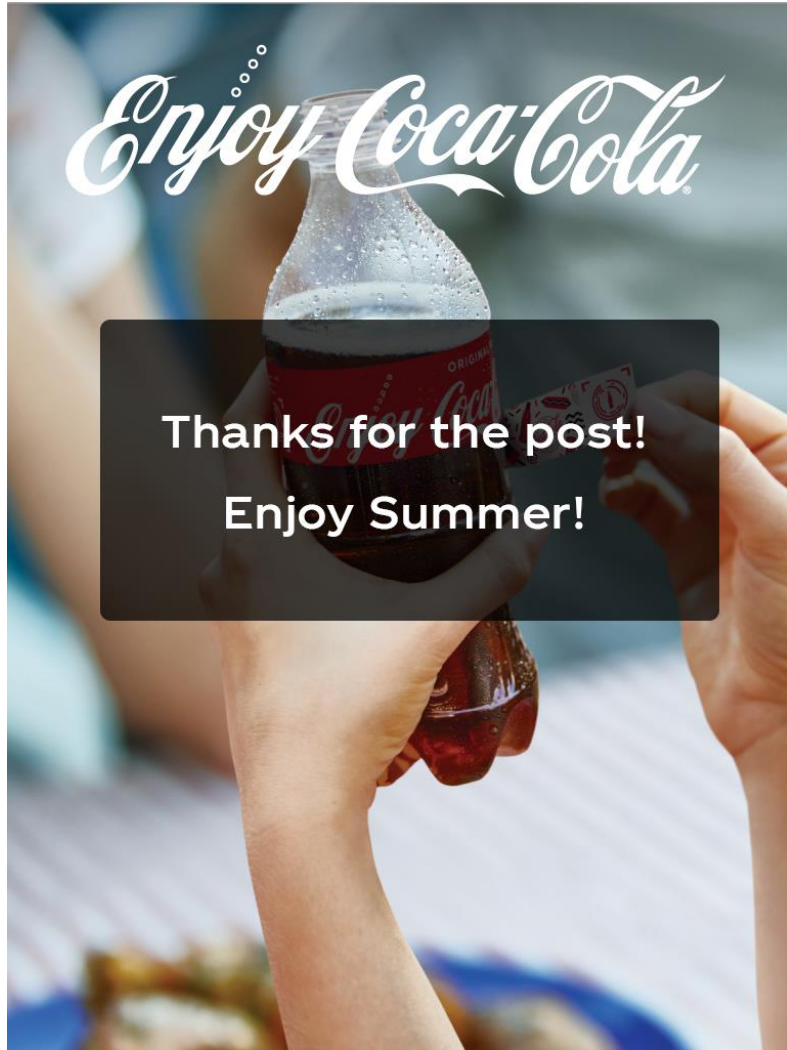


# Twitter Instructions

\*No need for verification of account on Twitter



# Thanks & Prize is on the way





# Prizing Per Stop

<u>Item</u>	<u>Qty</u>
\$25 WM Gift Cards	3
Mini cans-PAIRS	40
Blue Bayou Tix (LA)/Gulf Islands Tix (MS)-PAIRS	2
Essence Tix-PAIRS	1
Coupons	20
Pop sockets	20
Wooden Game Box/Earbuds	25
Smartwater Bike	1
Coke backpack	10
Bags-	5
Beach Canvas Bag	
Sport Drawstring Bag	
Custom Sporty Tote	
Aviator sunglasses/bracelets/mini breeze fans/outrider shades	20
Smartwater speaker	1
Red Coke rounded bluetooth speaker	2
	150
Items highlighted in yellow Sales Centers to provide	
Marketing will provide Sales Centers with all other prizes	



# Total Prizes-30 Stops

Item	Qty-30 Stops
\$25 WM Gift Cards	90
Mini cans-PAIRS	1200
Blue Bayou Tix (LA)/Gulf Islands Tix (MS)-PAIRS	60
Essence Tix-PAIRS	30
Coupons	600
Pop sockets	600
Wooden Game Box	500
Smartwater Bike	30
Coke backpack	300
Bags-	0
Beach Canvas Bag	50
Sport Drawstring Bag	40
Custom Sporty Tote	60
Aviator sunglasses/bracelets/mini breeze fans/outrider shades	600
Smartwater speaker	30
Red Coke rounded bluetooth speaker	60
Earbuds	250
	<b>4,500</b>

# Enjoy Summer Prize Box

Qty 3000 – To be used until 7/21 or until gone



# Generic Prize Box

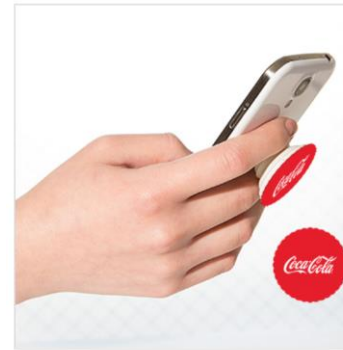
Qty 3000 – Design to be used after 7/21 or when previous 3000 is used.



# Smaller Premiums in boxes



\*25



\*20



\*2

# Smaller Premiums in boxes



OverCool Jelly USB Fan



Paracord Bracelet



\*20 of a mix of these items per stop; ordered 2 different pair of sunglasses

# Coca-Cola product/coupons in boxes (Sales Centers to provide)

7.5oz Mini Can



\*40 pairs of mini cans



\*20 FREE Product coupons

# Valued Premiums in boxes



\*25 Wal-Mart Gift Card-3



\*1 pair (either Fr/Sa/Su)



2 pair per stop~

\*Blue Bayou Tickets  
(LA Division + McComb + Natchez)  
Gulf Islands Waterpark Tickets  
(Biloxi/Gulfport only)  
Grand Paradise Waterpark Tickets  
(Laurel/Hattiesburg only)

# Red Ticket Prize Card

Placed in select boxes for oversized prizes



\*1 Smartwater bike per stop



\*1 per stop



# Red Ticket Prize Card

Placed in select boxes for oversized prizes



\*5 per stop between 3 bags ordered



Custom Sporty Tote Bag

thered.com



\*10 per stop

# Consumer Pathway

## Layout Option #1

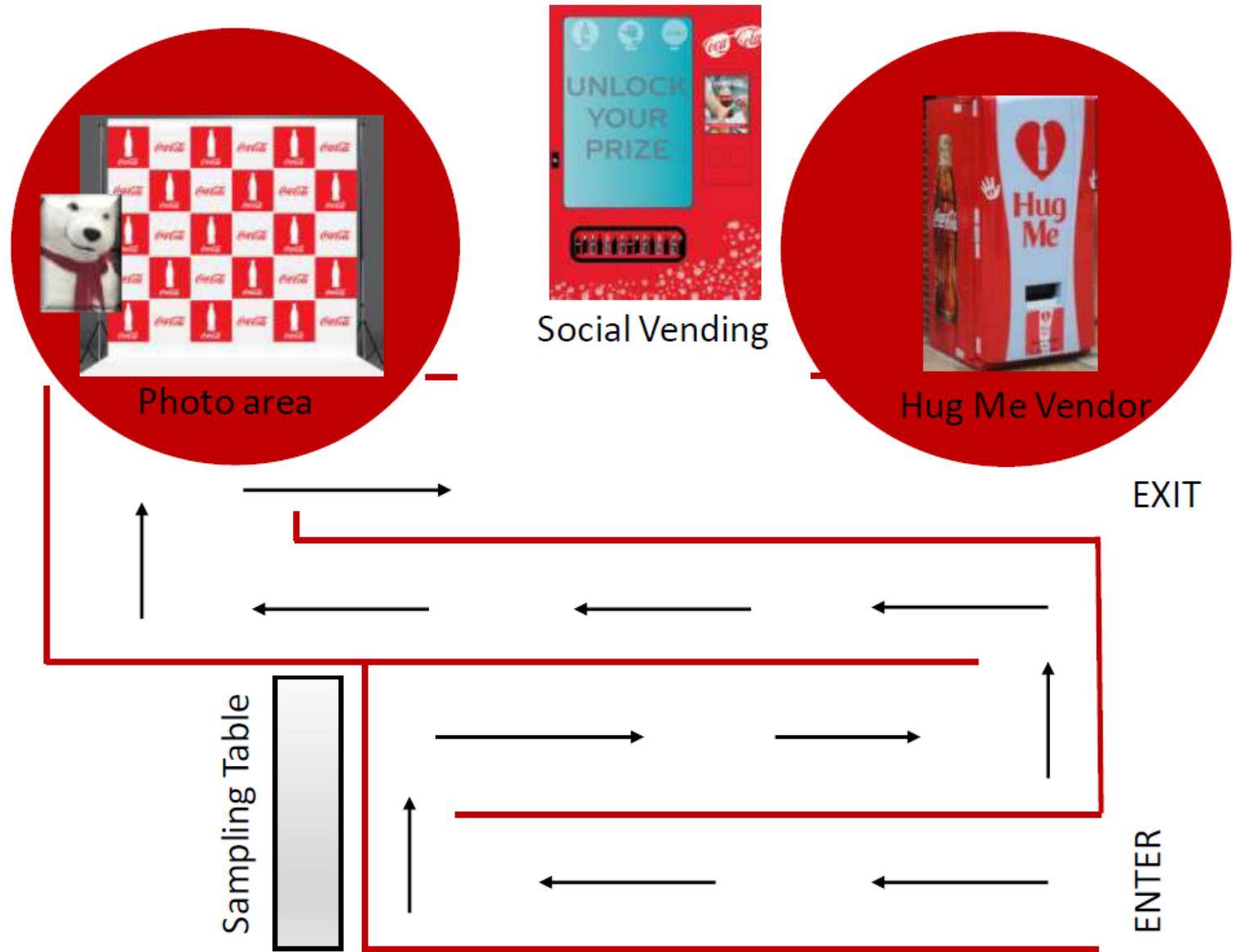
- **Minimum 3 employees**
  - Sampling Table
  - Photo op area where consumers take a photo prior to using the social vendor (possible bear costume)
  - Social Vendor
  - Hug me Vendor

## Layout Option #2

- **Minimum 3 employees**
  - Sampling Table
  - Photo op area where consumers take a photo prior to using the social vendor
  - Social Vendor

## Layout Option #3

- **Minimum 2 employees**
  - Photo Op Area
  - Social Vendor





# CONSUMER EXPERIENCE Support Tools

Retractable Banner  
"How It Works"

**Coca-Cola**  
**SUMMER PRIZE MACHINE**

**HOW IT WORKS:**

- 1. TAKE A PHOTO**
- 2. POST YOUR PIC**  
USING THE #HASHTAGS ON THE SCREEN
- 3. Win! A PRIZE\***

SNAP POST WIN!

\*NO PURCHASE NECESSARY. MUST BE 13 OR OLDER TO PARTICIPATE. ONE PRIZE PER CUSTOMER. NORMAL DATA CHARGES STILL APPLY.

A Frame Sign  
"How It Works"

**Coca-Cola**  
**SUMMER PRIZE MACHINE**

**HOW IT WORKS:**

- 1. TAKE A PHOTO**
- 2. POST YOUR PIC**  
USING THE #HASHTAGS ON THE SCREEN
- 3. Win! A PRIZE\***

SNAP POST WIN!

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Push Card

**Coca-Cola**  
**SUMMER PRIZE MACHINE**

**HOW IT WORKS:**

- 1. Pick an App**
- 2. Make your post public**
- 3. Follow us**
- 4. Post your pic**
- 5. Use the hashtags on the screen**
- 6. Enjoy your prize!**

Enjoy Coca-Cola

Promotional Signage

**Coca-Cola**  
**SUMMER PRIZE MACHINE**

**THE PRIZE MACHINE IS HEADED YOUR WAY!**

**Cortana Walmart**  
**May 30, 2019**  
**3 - 4 PM**

SNAP POST WIN!

\*NO PURCHASE NECESSARY. MUST BE 13 OR OLDER TO PARTICIPATE. ONE PRIZE PER CUSTOMER. NORMAL DATA CHARGES STILL APPLY.

**Coca-Cola**  
**SUMMER PRIZE MACHINE**

**THE PRIZE MACHINE IS HEADED YOUR WAY!**

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# Example Schedule ONLY

<u>Sales Center Example Schedule:</u>		
5/20	Baton Rouge Stops	5
5/27	New Orleans Stops	5
6/3	Lafayette/Lake Charles Stops	4
6/10	Alexandria Stops	3
6/17	Shreveport Stops	3
6/24	Monroe Stops	3
7/1	Ocean Springs/Gulfport	3
7/8	Natchez/McComb Stops	2
7/15	Hattiesburg Stops	2
7/22		0
7/29		0
8/5		0
8/12		0
	TOTAL WM VISITS:	30

Sales Centers could add additional WM stops should they not run through all 150 prizes during each of their stops. Can schedule additional stops based on how many prizes are left after front loading stops during summer window.

# Next Steps

- Schedule for dates and times of where the machine will be so that we can schedule media/remotes to support, send the prizes/boxes to the correct SC, and SCs can schedule service to transport vendor.
- Will there be a KAD at each Walmart activation? Our target is to have the machine here the week of May 13. Who should come in for training?
- Coordination of Hug Me vendor?
- Understanding of who is supplying which prizes
- What activation commitment are we getting from Walmart so the KADs can begin selling in?