



Coca-Cola (Global Hue)

Marketing Method: Communications Campaign, Community Engagement & Creative Assets

PROJECT GOAL

Creatively Amplify Coca-Cola's presence during the 2016 Essence Festival

PROJECT ACHIEVEMENTS

- Secured brand partnerships with Walmart, Zatarain's, and Ford
- Gained over 21.5M impressions through partnerships with social media influencers
- Secured and executed retail program in 12 restaurants in the famous New Orleans district

Contact Us!

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