

## Bus Stops of Goodness

### Situation:

The New Year period is a time of festive rush, in which any of us can easily forget to refill the balance of the bus card and miss precious time with our loved ones. At the same time, Coca-Cola, the brand that unites people all over the world, launches a global New Year's campaign with an appeal to share goodness for free.

### Idea:

Bus Stops of Goodness - is a place where everyone can share the road trip with those who need it more or get help to themselves by attaching the bus card to the lightbox.

### Result:

More than 1,000 people were not indifferent to the opportunity. As a result, the number of trips shared exceeded the number of trips received, which means that Coke could melt the ice between people and made them closer to each other.

