

COKE FESTIVAL

STU

LARGE SUMMER TOURING

COCA-COLA COMPANY & KHAZAR MEDIA CENTER HELD LARGE SUMMER TOURING CONCERTS ALL OVER THE COUNTRY IN AN INCREDIBLE ATMOSPHERE OF TALENTED AND POPULAR MUSICIANS. THE CONCERT TOOK PLACE IN THE CENTRAL PARKS OF THE BEAUTIFUL REGIONS OF AZERBAIJAN. THE TOUR ENDED WITH THE GALA CONCERT ON BAKU SEA SIDE BOULEVARD.

AUDIENCE SPECIAL MOMENT



WE WANTED TO SPEAK IN THE LANGUAGE OF THE CONSUMER AND BE IN MOMENTS/PLACES THAT TAKE INTO ACCOUNT THEIR ENJOYMENT IN ORDER TO ENSURE DIRECT INTERACTION AND PROVIDE A DRILL-IN-MIND EFFECT.

GABALA

GANJA

SUMQAYIT

BAKU



OUTDOOR ADVERTISING

KHAZAR TV

RADIO

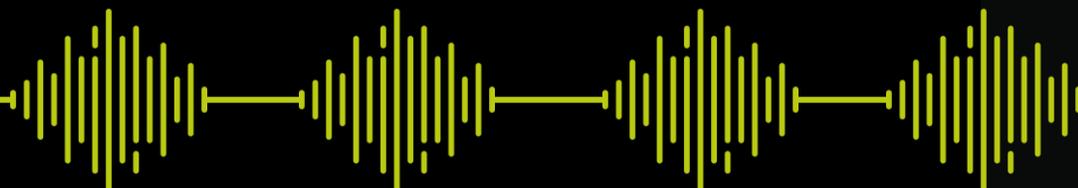
INFLUENCERS

MUSICIANS

FAMOUS "FACES"

SM PAGES

DRILL IN MIND EFFECT



352 K

IMPRESSIONS

234 K

REACH

45 K

PARTICIPANTS

17 K

POST ENGAGEMENT