



Supercharging Collaboration

Change Marketing™
at work



The Challenge

How do you launch Facebook Workplace in a way that motivates employees to transform how they communicate with one another?



Our Audience

Every Coca Cola employee across 175 countries



Key Insight

It's easier to gain buy-in for an off-the-shelf platform when it's presented in a way that reflects your brand.



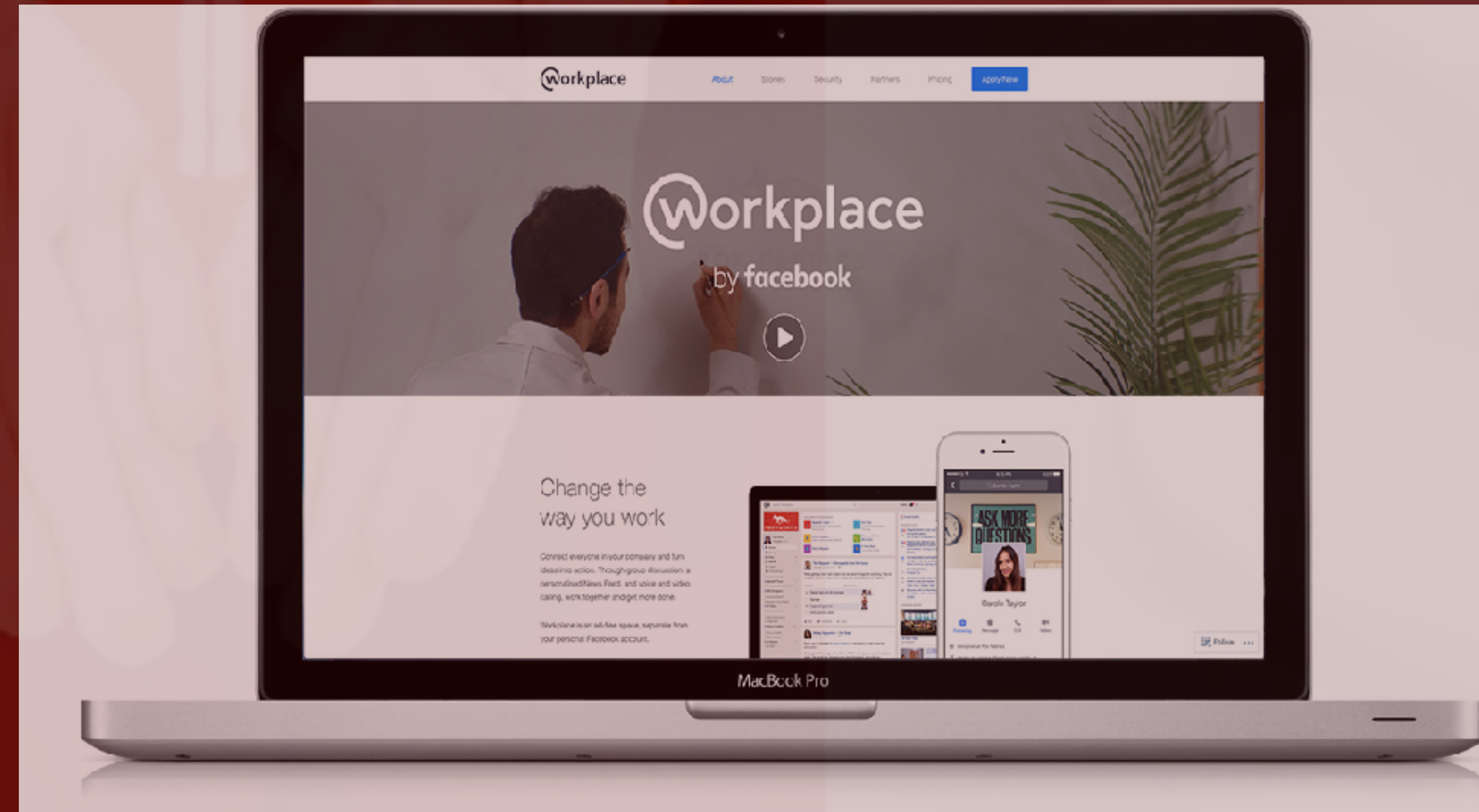
Our Story

Facebook Workplace offers a new and better way to collaborate, celebrate, and share knowledge, especially when we make it our own.



Creative Craft

Promote the platform with a series of physical and digital posters that look and feel like the Coca-Cola family of brands to drive awareness and make getting started easy.

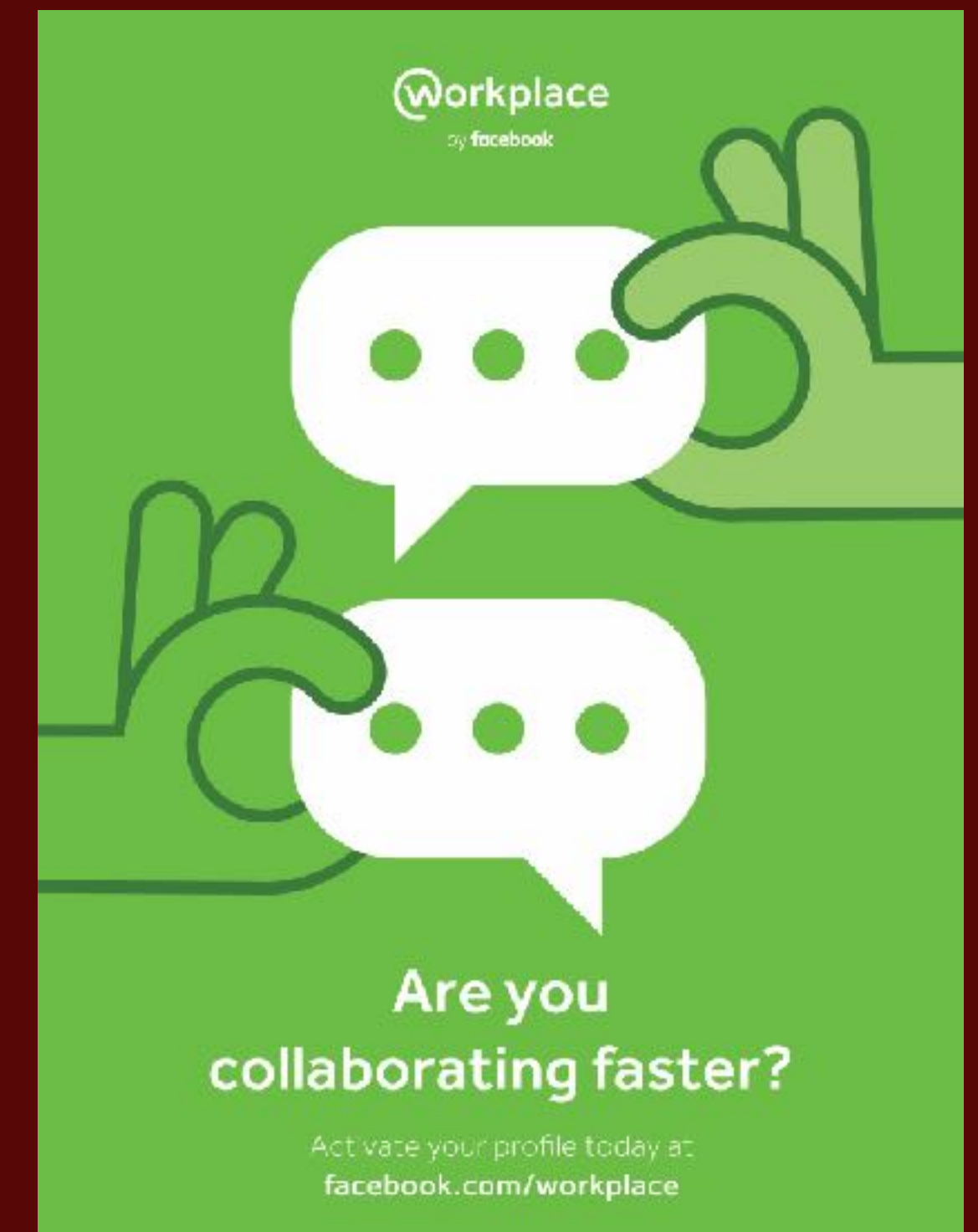
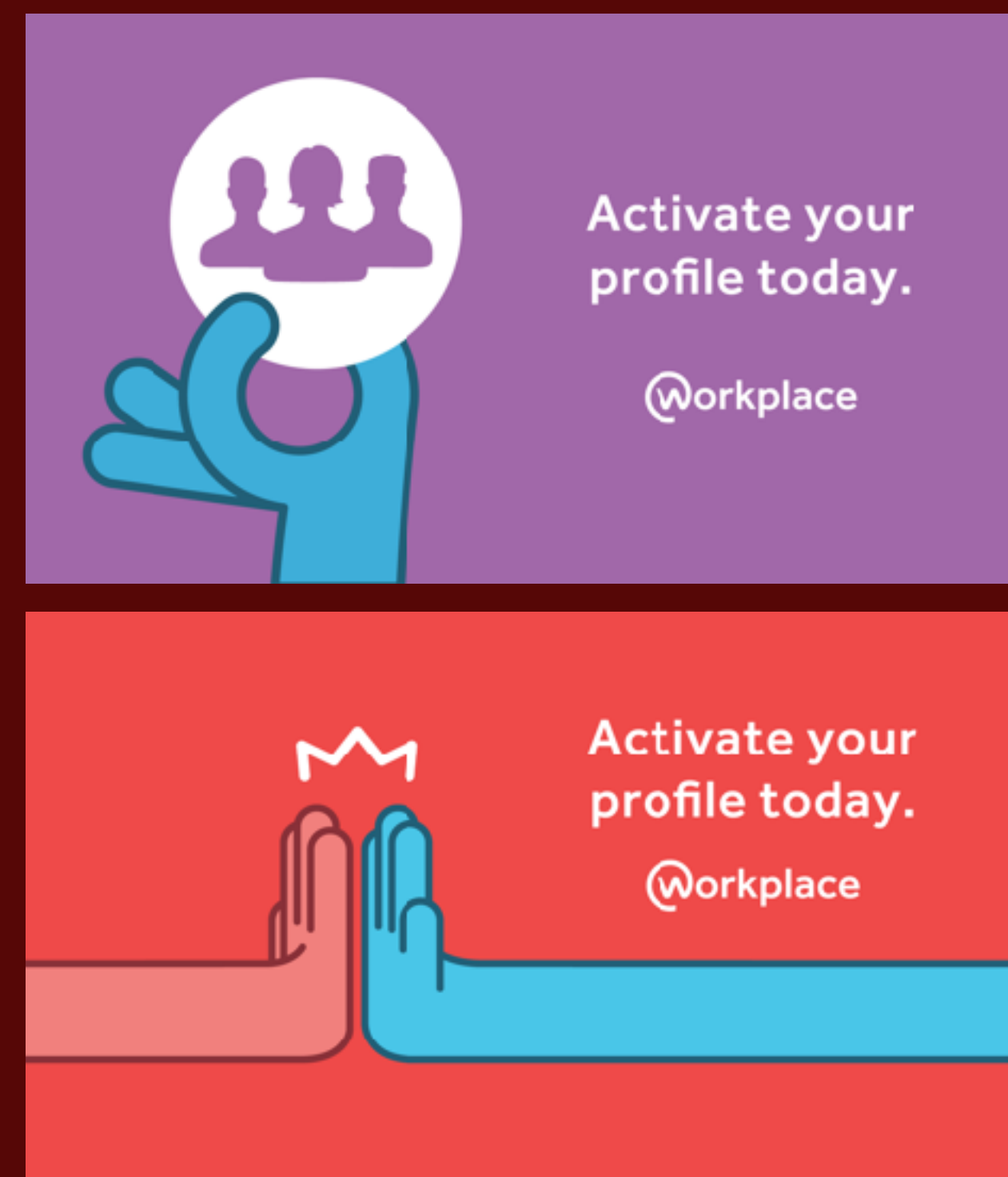
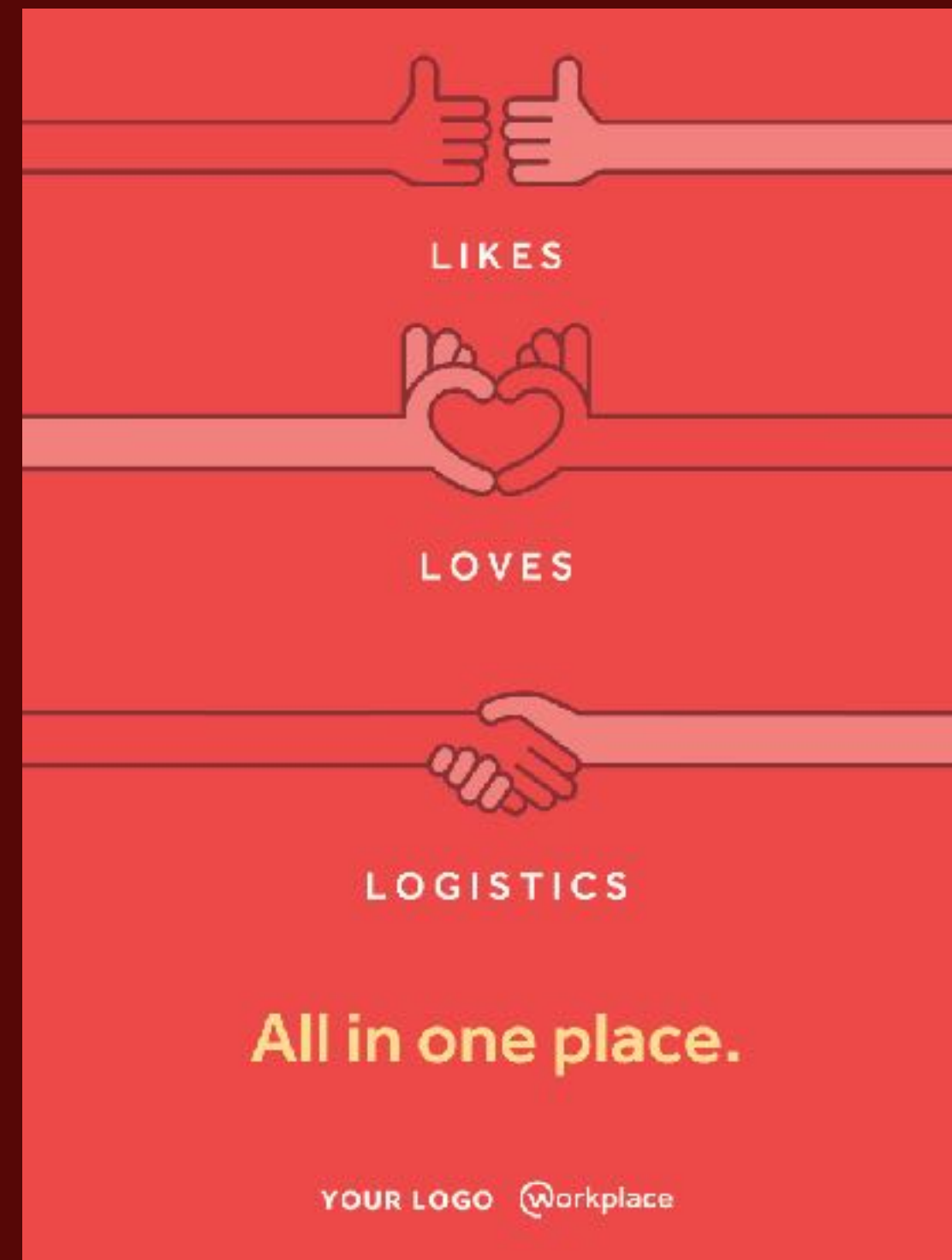
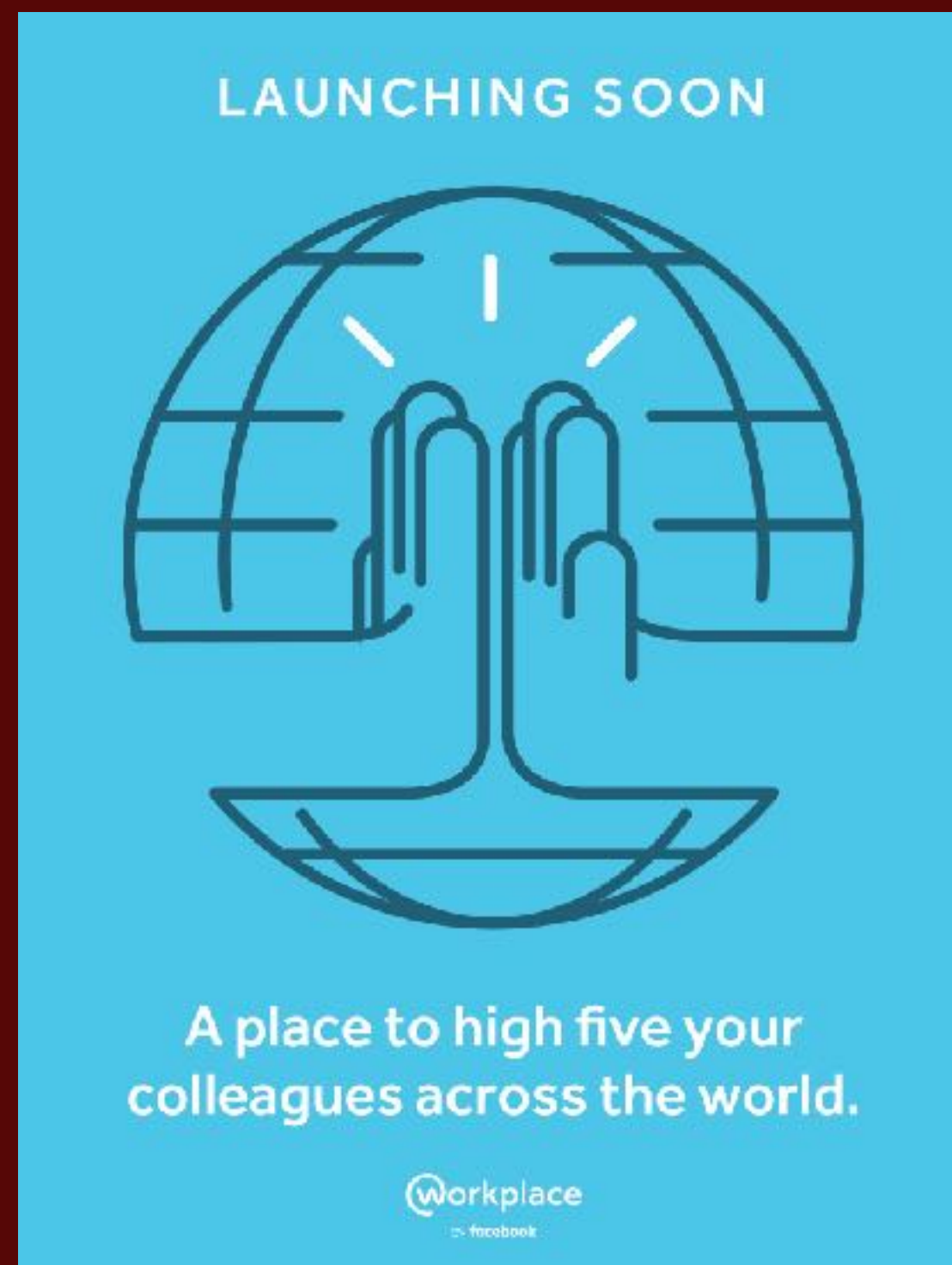


Let's
dive in



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Pre-launch & Launch Posters

Building anticipation with bold branding that reflects the colors and spirit of Coca-Cola brands. Driving engagement with playful visuals highlighting the positive impact of collaboration, knowledge sharing, and strong working relationships.