

THE SOUND THAT TRAVELED FOR A NATION

Coca-Cola®

PROBLEM

Uzbekistan finally reached its first FIFA World Cup.

But for most fans, travelling 10,000+ km to America was simply unaffordable.

INSIGHT

If the fans couldn't travel, their support still could.

IDEA

We turned the voices of Uzbekistan into one national chant that travelled to the World Cup with the team.

MECHANICS

We crossed 3,500 km and launched a Telegram bot to collect 15,000+ voices across Uzbekistan.

We united them into one chant, amplified by Sevara Nazarkhan and the President.

Then we sent support as sound with the team to America — from the plane to the locker room before their historic first match.

VOICES COLLECTED

15 000

COVERED

9

CITIES

TOTAL REACH

4,5

MILLION

100X*

COCA-COLA & FOOTBALL ASSOCIATION
(Dynamic measure from January to June)*

INCREASE