

ABA
25ago2015
COCA-COLA



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COCA-COLA BRASIL

meu trabalho é

CONTAR HISTÓRIAS

QUE EMOCIONEM



A FORMA DE CONTAR HISTÓRIAS MUDA

The collage consists of eight images arranged in two rows of four. Top row: 1) A close-up of ancient Egyptian hieroglyphics on stone. 2) A section of the Sistine Chapel ceiling by Michelangelo, showing figures in triangular compartments. 3) A man standing on top of a large cylindrical pipe, gesturing. Bottom row: 1) A painting of a figure in a white robe from ancient Egypt. 2) The same scene from the Sistine Chapel ceiling, showing more detail of the figures and architectural elements. 3) A crowd of people gathered around a wall covered in graffiti. 4) A close-up of a hand holding a piece of paper with handwritten text.



A FORMA DE CONTAR HISTÓRIAS MUDA



HOJE AS PESSOAS SE COMUNICAM MAIS RÁPIDO DO QUE NUNCA
MAS NÃO É SOBRE VELOCIDADE
E SOBRE COMO A VELOCIDADE DA COMUNICAÇÃO MUDA O CONTEXTO

em que as

HISTÓRIAS

ESTÃO INSERIDAS

COMO ESTAR PRONTO PARA FAZER MEU TRABALHO QUANDO O
CONTEXTO MUDA RÁPIDO?





OU... QUE HISTÓRIA CONTAR DEPOIS DISTO?





dudu

@dulcyp_



Follow

Já quero ver o novo comercial da coca-cola

 View translation

 Igarapé-Miri, Pará

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RETWEET

1



3:10 PM - 28 Jun 2014







HISTÓRIA

HISTÓRIA

CONCEITO
NARRATIVO

O VERÃO ONDE TODOS OS DIAS AS PESSOAS BEBERAM COCA COLA UMAS COM AS OUTRAS.

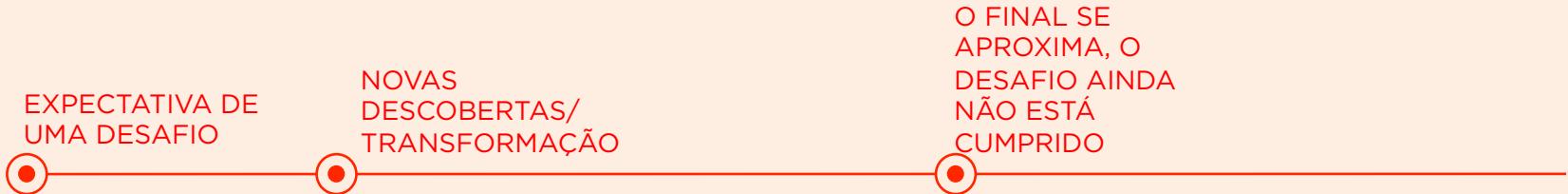
EXPECTATIVA DE
UMA DESAFIO



ARCO NARRATIVO



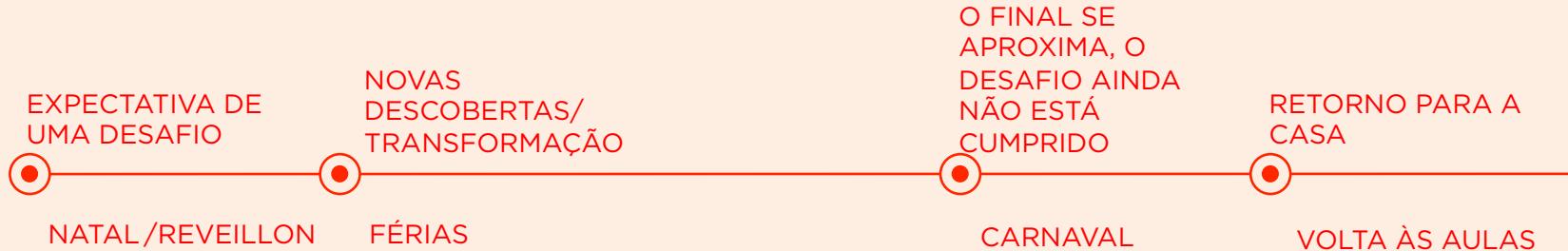
ARCO NARRATIVO



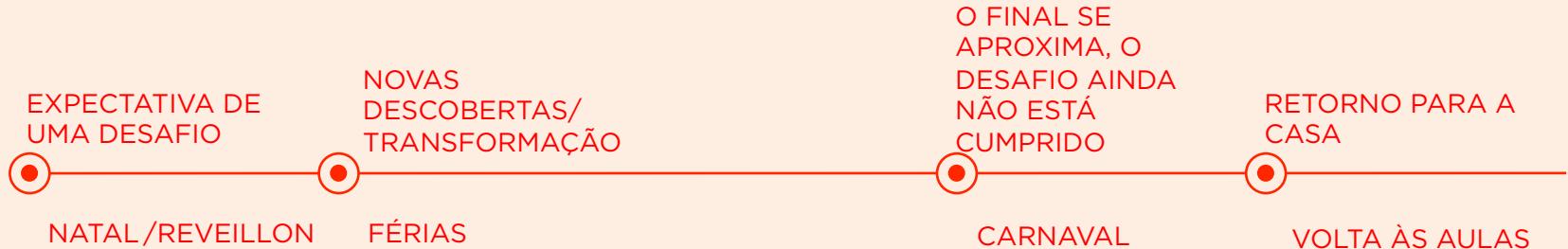
ARCO NARRATIVO



ARCO NARRATIVO



ARCO NARRATIVO



FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO

ARCO NARRATIVO



ARCO NARRATIVO



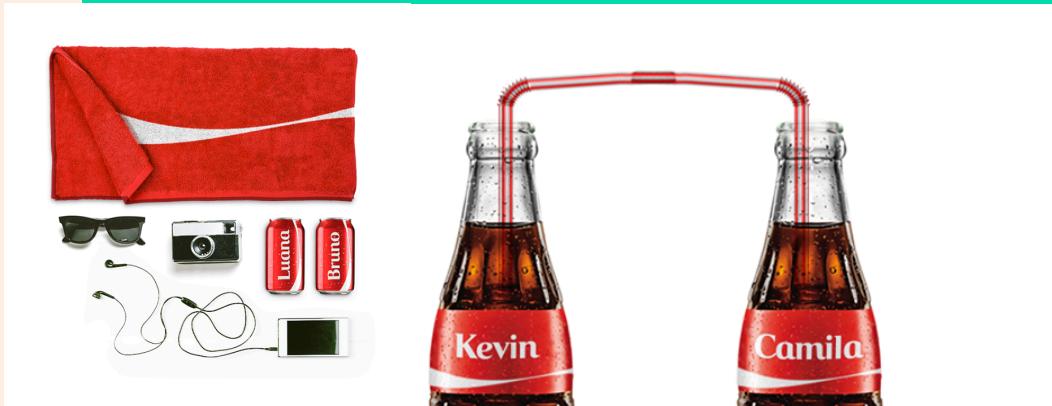
ARCO NARRATIVO



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ARCO NARRATIVO

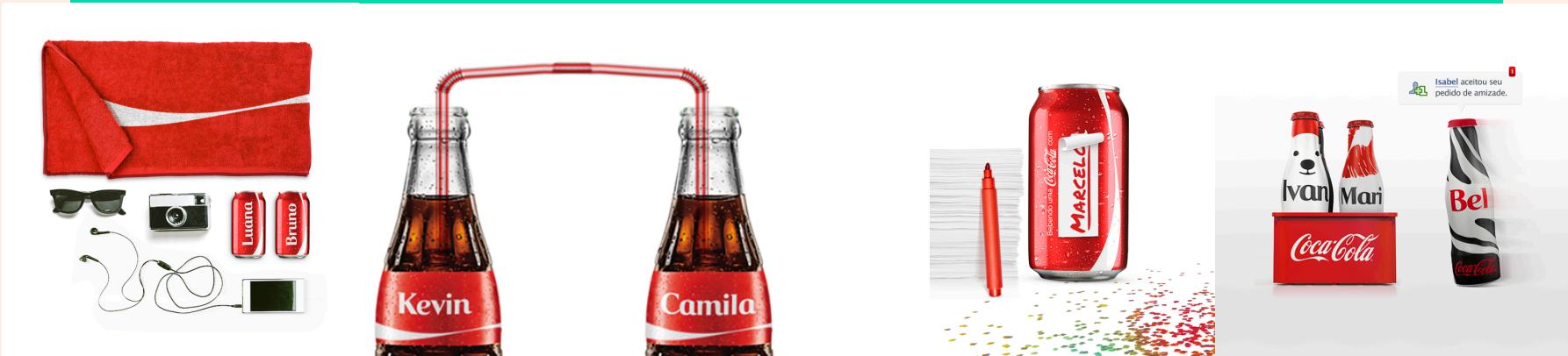


FRIO NA BARRIGA PARA A VIAGEM DE VERÃO

NOVAS EXPERIÊNCIAS E DESCOBERTAS

ULTIMO RESPIRO DE CURTIÇÃO

VOLTA PARA CASA COM NOVAS HISTÓRIAS



**OK,
MAS E
QUANDO
ALGO DÁ
ERRADO**

#WHYISTAYED



DiGiorno Pizza

@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Keosha Varela @K_J_Writes

1h

So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!



Adrienne Airhart @craydrienne

1h

I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed



Scott Paul
@scottatslee

Follow

Example of a brand using a trending topic without understanding the context #Advertising #SocialMedia #WhyIStayed

12:23 AM - 9 Sep 2014



543

244

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@KimMoldofsky It was late and I got sloppy. A rare mistake, I promise you. Never again. I'm so sorry, Kim.

  9  8 

[View conversation](#)

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@henrytcasey It was terrible, I admit. But a complete misunderstanding. I did not check the hash and am trying to apologize to everyone.

  2  5 

[View conversation](#)

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@ejbrooks @jordanbks It was. And I couldn't be more sorry about it, Emma. Please accept my deepest apologies.

  1  5 

[View conversation](#)

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@mostlybree It was a rare mistake, but a terrible one. I am so sorry to anyone who thought I was making light of a serious subject.

  5  2 

[View conversation](#)

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@AmandaEmilyB Yes. It was a rare mistake, but a terrible one. Thanks for understanding.

  1  3 

[View conversation](#)

 **DiGiorno Pizza** @DiGiornoPizza · 10h

@jordanlarae There is no excuse for it. I am so sorry Jordan.

  4  3 

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 23m

@silveraspen I was a terrible and careless mistake. I didn't realize what the discussion was about before posting. There is no excuse for it

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 25m

@wildwend I did. I am so sorry, Caroline.

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 26m

@bmc612 I am so sorry Brendon, this was a terrible and careless mistake. I did not check the context of the hashtag before posting.

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 51m

@BeeNasty_ I didn't check the hashtag before tweeting. I never would have posted had I just checked first. An awful mistake. I am so sorry.

   1 

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 1h

@LesaMonroe I hope so too. I would never have intentionally made light of such a serious and heartfelt conversation. Again, my apologies.

  7  2 

[View conversation](#)



DiGiorno Pizza @DiGiornoPizza · 1h

@JadedJaguar I was a terrible mistake. I tweeted without checking what the hashtag was about. I am so so sorry.

[View conversation](#)



DiGiorno Pizza 

@DiGiornoPizza

 Follow

A million apologies. Did not read what the hashtag was about
before posting.

12:15 AM - 9 Sep 2014



 252

 338

OBRIGADO



rgameiro@coca-cola.com



Rodrigo Gameiro



@gameiro