

ABA
25ago2015
COCA-COLA



RODRIGO GAMEIRO
REAL CONTENT MANAGER
COCA-COLA BRASIL

meu trabalho é

CONTAR HISTÓRIAS


— QUE EMOCIONEM —

A FORMA DE CONTAR HISTÓRIAS MUDA





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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1



3:10 PM - 28 Jun 2014







HISTÓRIA

HISTÓRIA

CONCEITO
NARRATIVO

speak

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

EXPECTATIVA DE
UMA DESAFIO



ARCO NARRATIVO

EXPECTATIVA DE
UMA DESAFIO

NOVAS
DESCOBERTAS/
TRANSFORMAÇÃO



ARCO NARRATIVO

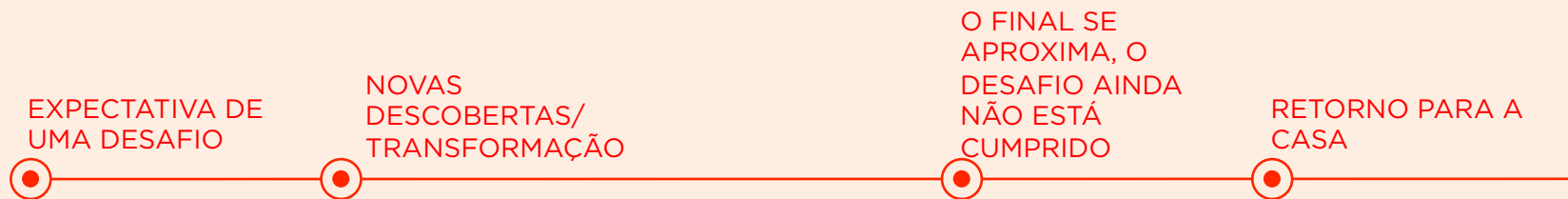
EXPECTATIVA DE
UMA DESAFIO

NOVAS
DESCOBERTAS/
TRANSFORMAÇÃO

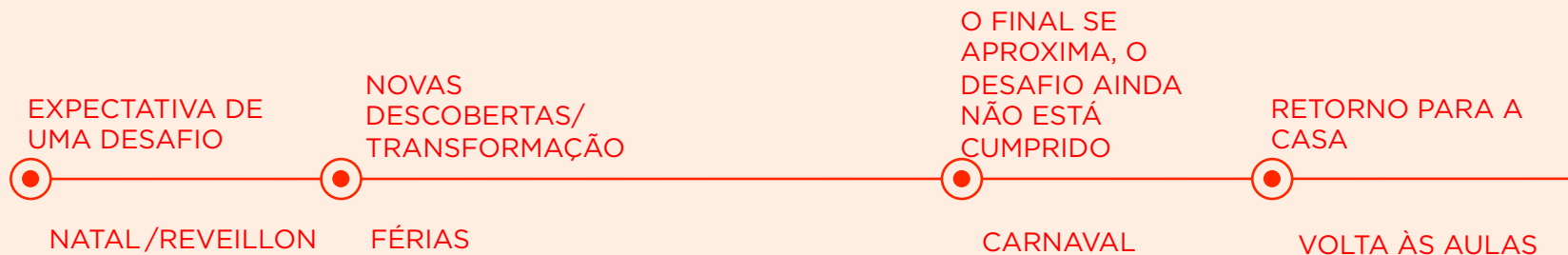
O FINAL SE
APROXIMA, O
DESAFIO AINDA
NÃO ESTÁ
CUMPRIDO



ARCO NARRATIVO



ARCO NARRATIVO

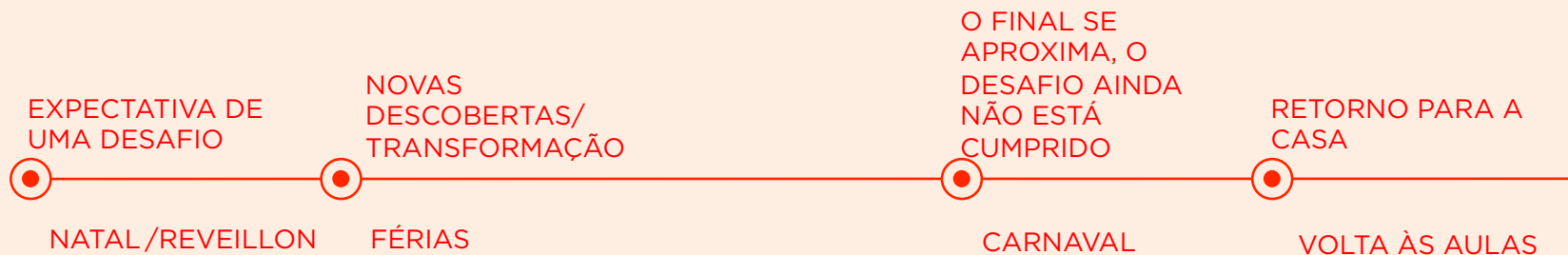


ARCO NARRATIVO



FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO

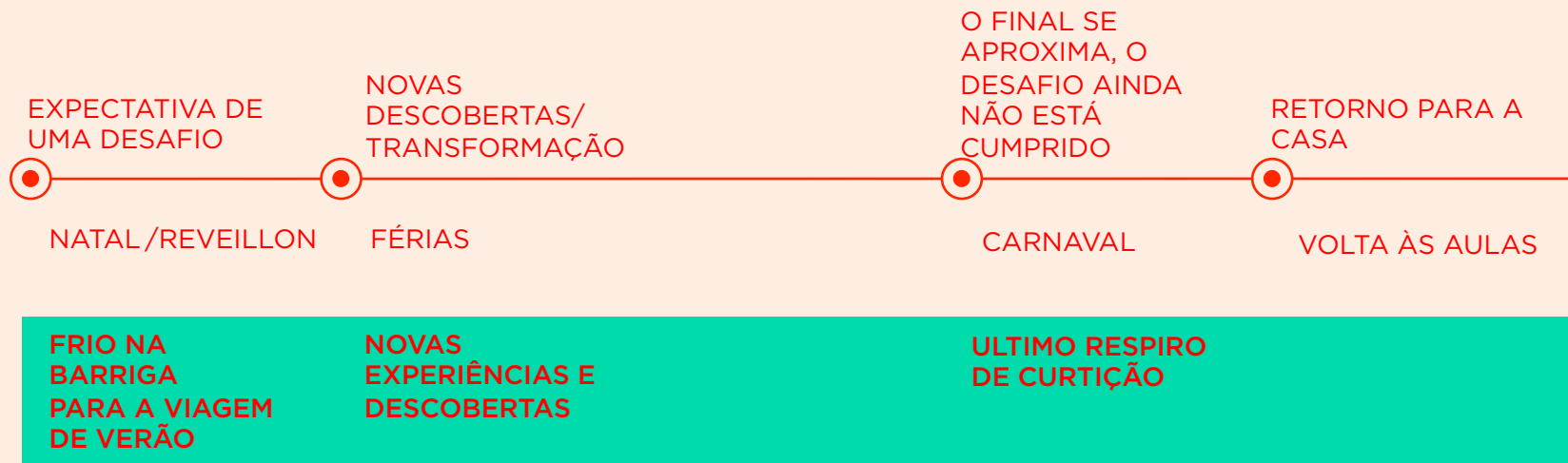
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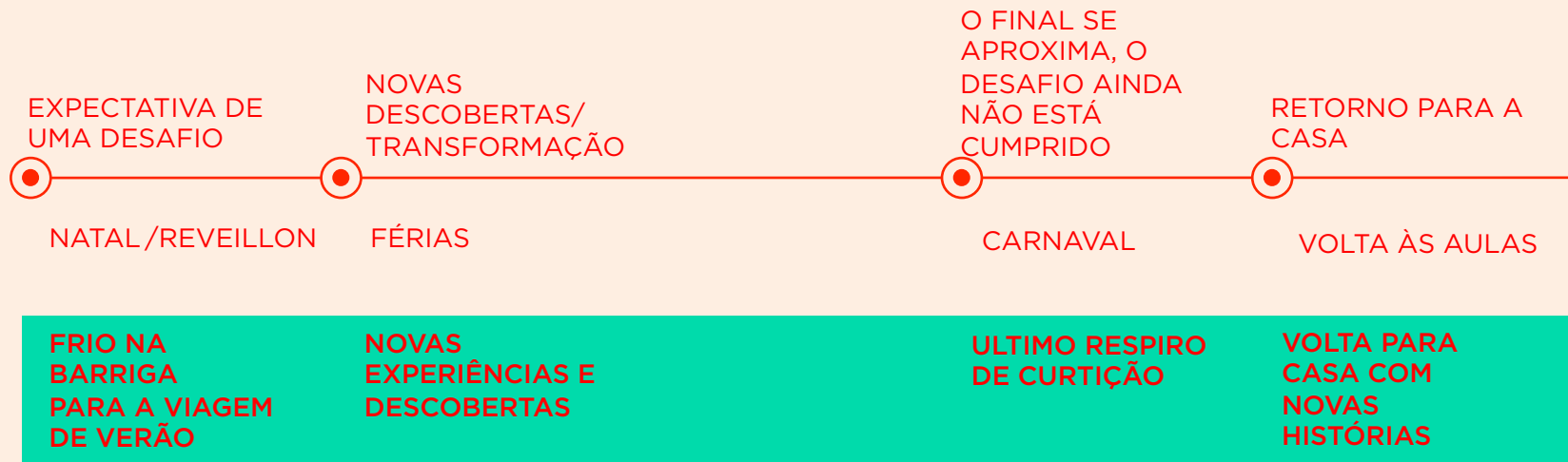
FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO

NOVAS
EXPERIÊNCIAS E
DESCOBERTAS

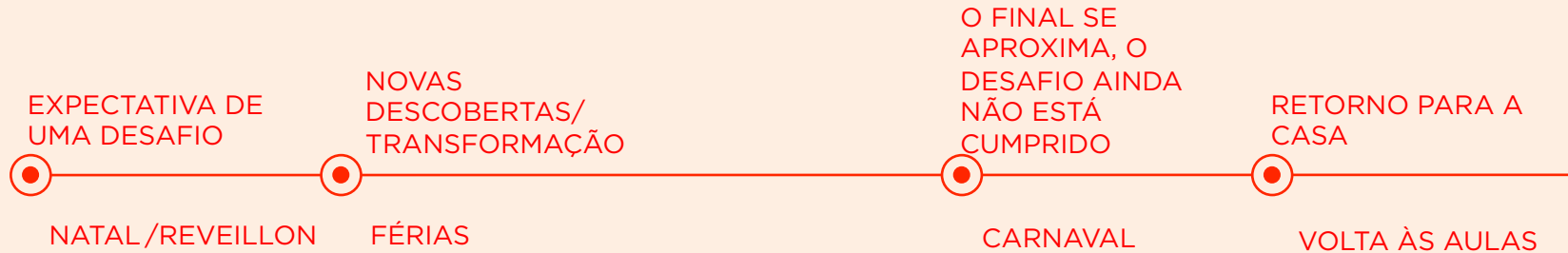
ARCO NARRATIVO



ARCO NARRATIVO



ARCO NARRATIVO



**FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO**

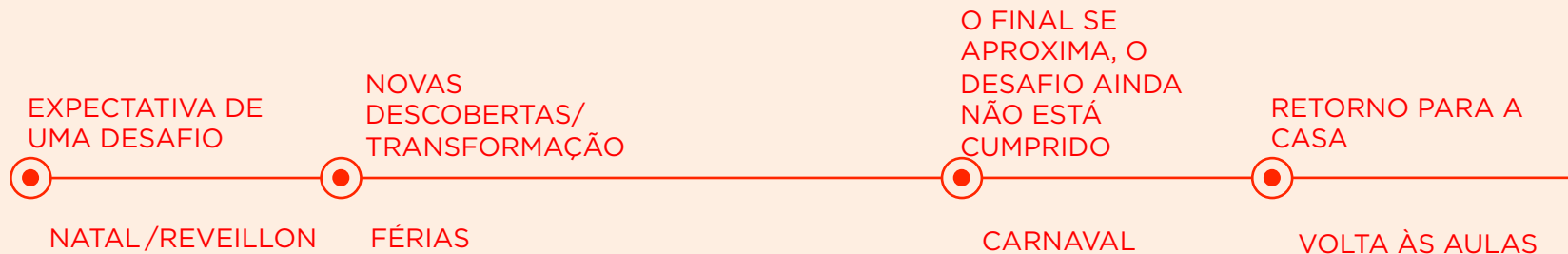
**NOVAS
EXPERIÊNCIAS E
DESCOBERTAS**

**ULTIMO RESPIRO
DE CURTIÇÃO**

**VOLTA PARA
CASA COM
NOVAS
HISTÓRIAS**



ARCO NARRATIVO



**FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO**

**NOVAS
EXPERIÊNCIAS E
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ARCO NARRATIVO

EXPECTATIVA DE
UMA DESAFIO

NOVAS
DESCOBERTAS/
TRANSFORMAÇÃO

O FINAL SE
APROXIMA, O
DESAFIO AINDA
NÃO ESTÁ
CUMPRIDO

RETORNO PARA A
CASA

NATAL/REVEILLON

FÉRIAS

CARNAVAL

VOLTA ÀS AULAS

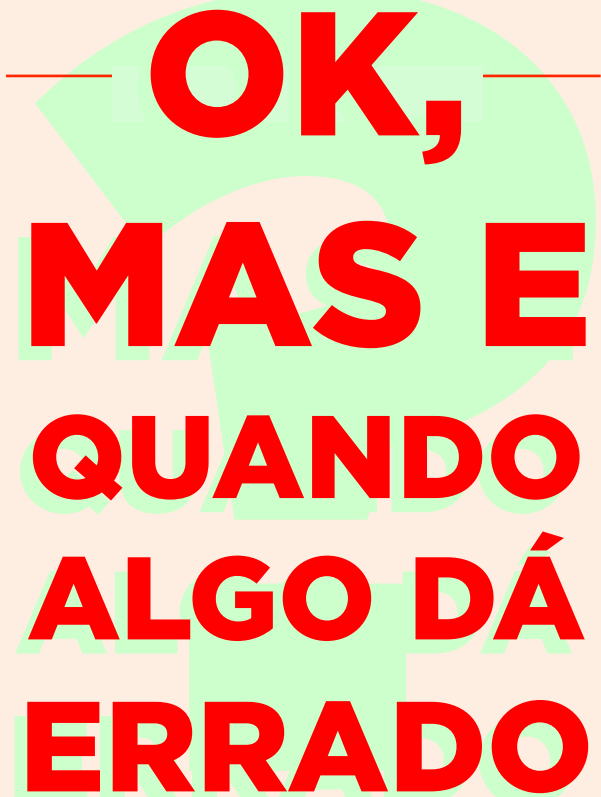
FRIO NA
BARRIGA
PARA A VIAGEM
DE VERÃO

NOVAS
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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



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DiGiorno Pizza @DiGiornoPizza · 1h

@LesamMonroe 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

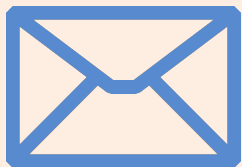


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338

OBRIGADO



rgameiro@coca-cola.com



Rodrigo Gameiro



@gameiro