



# Making The Brand

MICHAEL PAOLETTA [mpaoletta@billboard.com](mailto:mpaoletta@billboard.com)

## A Positive Number

### Coca-Cola Updates Its Music Connection With An Animated Video

"It's about reinventing the ways young people create, listen to, experience and buy music," says **Chris Burggraeve**, European marketing director of Coca-Cola. "How can we contemporize our connection with music?"

Burggraeve is talking about Coca-Cola's new multiplatform, international campaign. The centerpiece, an animated video, stars Mr. Néant, a black, pear-shaped character with twiggy arms and legs and a mouth where a stomach should be. He travels a color-bursting landscape. His aim is simple: to rid his universe of negativity and replace it with positivity. He accomplishes his goal in slightly less than five minutes.

"I Never Stop," a new track by British dance-electronic outfit **Faithless**, provides the video's soundtrack. "I Never Stop" is the type of epic, anthemic song you will hear on dancefloors this summer.

Though the brand never makes its presence known, Coca-Cola is behind this aurally stimulating and visually alive mini-movie, which was created by the design team at production house Paranoid.

The hybrid marketing campaign—equal parts music business and consumer entertainment—is tied to the brand's new, limited edition Aluminum Music Bottle, and part of the company's larger Taste the Coke Side of Life platform that kicked off last year. Music is a key component.

The campaign and Paranoid video, as it's called on the official Web site ([faithless.coca-cola.com](http://faithless.coca-cola.com)), was created exclusively for the European market. Ditto for the Faithless-branded Aluminum Bottle, which will be sold exclusively in cool nightclubs in Europe throughout the summer.

That said, the video is slowly but surely becoming a

darling of the YouTube contingent. Within a couple of days of being posted to the site, viewings were in the five figures—and building. Similarly, a handful of club DJs are already championing "I Never Stop," which is available through iTunes in several European markets.

In fact, iTunes is part of a much larger music promotion

the message of Faithless," she says. "In our messy, scatty way, we have come to stand for something."

Bliss says that she and her bandmates appreciated the way the Coke campaign came from an artistic rather than crude place. "When we saw examples of the animation, we thought it was outstanding," she adds. "And for us,



Coca-Cola's **CHRIS BURGGRÆVE**, center, with the members of **FAITHLESS** at the launch of Coca-Cola's new music promotion at the Cannes Film Festival.

with Coke—one that extends to 17 European countries and runs through the end of August. The Coke+iTunes platform will give away songs from the iTunes store, as well as concert tickets and iPods, in 2 billion packs of Coca-Cola, Diet Coke and Coke Zero. This promotion was launched recently at the Cannes Film Festival, with a live performance from Faithless.

Burggraeve says Faithless was an obvious choice for an act to partner with.

"Faithless always sees the glass as half full," Burggraeve says. "They are full of optimism and have an upbeat attitude, which helps us convey our own positive message worldwide."

Once the members of Faithless saw the video, which uses seven different kinds of animation, they were hooked—and wanted to be involved in some way. Faithless member **Sister Bliss** recalls Coke asking the group to write new music to accompany the video. "They were attracted to

working with pictures like that was lovely, really inspiring."

Once in the studio, Faithless concocted music that moved along with the animation. "We like to create a lot of different textures and moods in our music," she says. Which helps to explain the track's Middle Eastern flair.

Faithless also wants its music to be heard. "We're always interested in finding new ways to reach new fans, because the traditional recording industry has been turned on its head," she says. "So, we're always looking for partnerships that have something artistic and something slightly different to offer."

At the present time, discussions are being had between Coca-Cola and iTunes to bring the Faithless/Paranoid platform to North America. "Though nothing is confirmed, we have received requests from U.S. Coke executives to bring this there," Burggraeve says.

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