

# Cinema stunt - The great taste of Coke Zero

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Guided by work done in Coca-Cola's Global Markets, we were briefed to create an activation that would promote the great taste of Coke Zero by letting people experience it.

900 guests were invited to a brand-hosted movie premiere at three cinemas across SA and were given a complimentary Coke and Popcorn. What they didn't know was that the 'Coke' was actually Coke Zero.



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- " Bayer South East Africa welcomes Jessica Nkosi as a brand ambassador for Bepanthen Derma 21 Feb 2024
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