

# Coke Zero M14 launch

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Offlimit Communications really did "make the impossible possible" when it came to the Coke Zero premiere of the highly anticipated *Mission Impossible 4: Ghost Protocol* movie. With a star-studded guest list and slick black and red venue, both the brand and movie were to life in a well executed event that successfully highlighted the partnership between Coke Zero and MI4.



Hyde  
Park

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Numetro Cinema was transformed into a visual masterpiece - slick, sexy and bold, much like the premiered movie and hosting brand, Coke Zero. Happening simultaneously with the international premiere of the movie in Rio de Janeiro, which was also made possible by Coke Zero, this premiere was truly a world class event. Guests of this premiere (who were all in the stylish Coke Zero dress code: black with a splash of red), took part in a true red carpet experience when on arrival they were showered in an avalanche of cameras flashing. They were then treated to "impossible" refreshments, in the form of molecular Coke Zero cocktails and molecular finger foods, while listening to the live VJ mash up and anticipating the movie premiere. Our MC, Jon Savage of Cassette fame, served as a member from the CZIA (Coke Zero Intelligence Agency), adding the perfect touch of humour while interviewing our guests to find out who was in fact an undercover spy and if they knew Coke Zero's secret recipe...

Once in the movie theatre, there were more surprises for the guests in the form of awesome giveaways, which included a Coke Zero/MI4 iPad, watch and MI4 branded merchandise. At the end of the evening, the photos of the guests that were taken on the red carpet when they arrived were already printed out for them to take home as a memento. In addition, each guest received their own "spy dossier" with a Coke Zero spy notebook and 3-in-1 spy pen that consisted of a pen, laser and USB stick already loaded with cool MI4 content.

Offlimit Communications delivered their client's brief with stylish aplomb, going above and beyond the required with touch points that were all well aligned with the brand and the movie. The feedback received was overwhelmingly positive, with the guests loving the attention to detail that made up a unique and premium experiential event that they will not forget.

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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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