

# HAPPINESS REFILL

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A CONCEPTUAL PROJECT BY OGILVY BRAZIL  
TO COCA-COLA COMPANY.

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## COCA-COLA LAUNCHES THE HAPPINESS REFILL, A MACHINE THAT RELEASES CREDITS FOR MOBILE PHONES.

This never before seen Coke machine is being installed in the Coca-Cola Concept Store on Copacabana beach, in Rio de Janeiro. The Happiness Refill appears to be a modern-looking Soda Machine, but it isn't. Instead of a cup, the consumer presses his mobile phone against the tap to receive data credits for free internet navigation (IMs, Facebook, Twitter, websites, etc) on a exclusive Coca Cola mobile browser. In Brazil, free wi-fi spots are not common, and most young people have pre-paid phones. This innovation was created by an integration of three of Ogilvy's offices (Sao Paulo, Rio and Recife) and various disciplines (design, digital, mobile, advertising and activation). It provides a new way for the brand to reach out to a generation that wants to be connected every breathing minute of the day. After all, for young people, happiness means being connected.

