



Fanta®

The image features the Fanta logo on a solid orange background. The word "Fanta" is written in a bold, blue, rounded font. A single green leaf with a dark green shadow is positioned above the letter 'a'. A registered trademark symbol (®) is located at the end of the word.

Idea



Buy a sixpack of Fanta in your nearest 7eleven or gas station and get a set of eight 2-3 cl Fanta cans with your purchase. This set is called #FantaRoulette and contains four cans with the original Fanta flavors and four cans with special flavors, like wasabi or mega sour. The special flavor cans will have the same design as the original, so you don't know which flavor you will get.

Challenge your friends to a game of #FantaRoulette and see who gets the special flavor(s). Document #FantaRoulette on video and share it on Facebook or other social media with the hashtag #FantaRoulette.

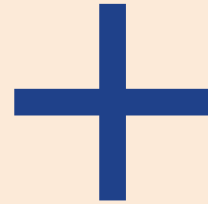
The #FantaRoulette campaign will take place in the summer during festival season and around the beginning of the school year. Promotion videos will be launched on social media promoting the #FantaRoulette concept and instructions.

All videos with the #FantaRoulette hashtag will be gathered on Facebook where users will vote on their favorite video. The video that gets the most votes will get price, for instance a pallet of Fanta.

What?

Product

Buy a Fanta sixpack and get a #FantaRoulette game with your purchase.



Where?

Retailers

#FantaRoulette can be bought here:



Who?

Buyers / Users

Festival-goers and other gatherings with young people in the target group.



How?

Sharing

Share videos on Facebook and other social media with #FantaRoulette.



The image shows a screenshot of a Facebook page for "Fanta-Roulette". The browser address bar shows "www.facebook.com/fantaroulette". The page features a large orange banner with the text "#fantaRoulette" and "Play it now!". To the right of the banner is a circular roulette wheel with various flavor segments: JAGB/MIW, SOUR, CHILI, WASABI, CHEESE, FERSKEN, ORANGE, and EXOTIC. The center of the wheel has the word "Fanta" and three question marks. Below the banner, the page name "Fanta-Roulette" is displayed with a verified badge and 16,955,622 likes. The page includes a navigation bar with "Billeder", "Videor", "Synes godt om", and "Fanta". A notification at the bottom states "Fanta posted a photo. 10 minutes ago".

Finish

Winners

A winner will be found among the uploaded videos.



The end
of
#FantaRoulette