



Coca-Cola campaign in Brazil features YDreams' interactivity

"The Coca-Cola Side of Life", the non-alcoholic beverage manufacturer's mega, world-wide campaign embarks on a new stage in Brazil with the launch of the "Happiness Factory – the Movie" as well as a series of cross-media advertising actions consisting of TV, Internet, outdoor billboards and cinema among others.

YDreams *Brasil* developed a set of actions and interactive games to promote Coca-Cola in cinemas and shopping centers in cities such as Rio de Janeiro, São Paulo and Porto Alegre.

The Portuguese company continues to make a name for itself in Brazil, namely in the field of interactive actions inside cinema theatres. This time around the interactive technology provider developed a fun-packed game for Coca-Cola where the audience uses their own body movements to control a character on the big screen. In São Paulo and Rio de Janeiro, cinema theatre lobbies are decked with interactive floors featuring 'Kissy Puppies', amicable characters from the short film "Happiness Factory", who are drawn to, and interact with movie-goers as they stroll over the floor. Both these cities will also be host to Interactive kiosks featuring a sensorial game based on yMotion technology, which allow the public to use arm movements to play and interact with onscreen content. Shopping centers in São Paulo and Porto Alegre will display giant Coke bottles with built-in high definition LEDs starring the film's characters, which interact with real images of passers-by, projected onto the screens in real-time.

This is the second phase of "The Coca-Cola Side of Life", to date one of Coca-Cola's most ambitious campaigns for the Brazilian market. The "Happiness Factory – the Movie" a major advertising production will air on all major Brazilian TV channels (Globo, GNT, Universal, Telecine, MultiShow, others) and in various cinema theatres on March 3rd. The campaign also integrates web, mobile phones and various types of promotions related to point-of-sale and outdoor campaigns.

The Lisbon-based interactive technologies company has been developing projects in Brazil since 2002, only two years after its founding, and has built a reputation for itself in the field of interactivity in areas such as advertising and culture; either through 'intelligent stores', interactive exhibitions or thematic installations. YDreams was also a pioneer in creating ads based on Augmented Reality technology, which has audiences interacting directly with contents displayed on screens, in real-time. Last year they opened new offices in Rio de Janeiro, tripled their staff in Brazil, and will soon open a São Paulo-based showroom.

Since reaching the Brazilian market five years ago, YDreams has worked with clients such as Fiat, Volkswagen, Unilever and Vivo, and brought home awards from advertising festivals such as FIAP (*Festival Ibero-Americano de Publicidad*) and *El Ojo de Iberoamerica*.