



*Coca-Cola*



Client: Coca-Cola  
Project: Happiness Factory 2 Virtual  
Premiere

### INVITATION

The 'Happiness Factory' is Coca-Cola's most successful television commercial of all time. How do we take that further, to engage the audience beyond cinema and TV?

### ENGAGEMENT

Rivers Run Red designed, built and managed a virtual premiere of the 'Happiness Factory' inside a virtual environment, with red carpets and special guests, including Avril Lavigne.

### RESULTS

The audience was made up of invited guests, including the press and broadcast to a live, real-world audience in Atlanta. The premiere machinima was further amplified via YouTube and other distribution channels.

The most tangible result - Rivers Run Red won a 2008 Webby for the Happiness Factory - Virtual Premiere in the category of Interactive Advertising - Branded Content in the 12th Annual Webby Awards.

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