



MENU

BANTER BETTER WITH COCA-COLA®



Experiential Marketing

Coca-Cola is the official soft drink partner of the English Premier League for the 2019/2020 season. Coca-Cola wanted to create an experience for fans of the Premier League to unite, banter and take rivalry to another level. **Kuiper Systems** through Coca-Cola's ad agency developed a dynamic web application to create an experiential platform for fans to show their passion for the love of football.

What We Did

We developed a football quiz web application for Coca-Cola's Banter Better promotion. The web application was projected to a large TV screen and was used by football fans to banter against each other on Sunday, the 22nd of December and Thursday 26th of December, 2019.