



D.WORKZ Interactive
1241 Bush St., suite 401
San Francisco, CA
94109

phone: 415.378.7840
email: info@dworkz.com
www.dworkz.com

CASE STUDY COCA-COLA MIX



THE CHALLENGE

Develop an interactive “game” that targets young adults without throwing the brand’s equity overboard. The product was used during a special promotion campaign.

THE SOLUTION

D.Workz produced Coca Cola Mix, an audio mixing board featuring three audio styles of Coke musical themes set to different music genres. Users could create and save their own “mixes”, and share them with friends.

THE RESULT

The resulting product attracted a large number of visitors during the promotion period.