



Coca-Cola

BUILDING THE HIVE

Coca-Cola, The William Morris Agency and Agency 3.0 have partnered to build the “Coke Hive.” The Hive is a social networking site for the global creative community to aspire to join and connect to Coca-Cola. The site will allow Coca-Cola brands to present opportunities to the community for creative exploration, dialogue and discovery.

The Hive will not be for anyone - aspiring creatives will have to “apply” for access to the site, those granted access will be part of a tribe and given opportunities to develop their ideas.

The site will be built using the Ning platform. This allows for a fully-featured functional social networking site to go live very quickly. Functionality for media display and creative discourse will be implemented as well.

“The Hive gives Coke the opportunity to do more than just a piece of curated user generated content...Coke maintain a connection to a specific passionate group, allowing for ongoing dialogue and collaboration. This is a totally new way of approaching this - we are very excited to see it live.” Greg Johnson, Partner at Agency 3.0.

The site will be live in December, and we will focus on bringing in the creative community in the UK at the outset.



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