Consumer CB FYI Karma

I LOVE THIS RED MUG

On a weekend in 2014, in Zagreb (Croatia's largest city), Nescafé placed 1000 of its iconic Red Mugs in a city park. The mugs were hooked up to the railings by the walkways, locked up with 4-digit-coded bicycle padlocks. Nescafé then invited fans on its Facebook page to visit the park site and unlock the mugs. Fans would locate a mug, open the company's Facebook app (with embedded GPS) and receive the code for the mug placed at that exact location. Fans would then take that mug to a nearby transient Nescafé coffee stand and get their mugs filled with coffee. They would also receive one more mug to take home, so they could "share coffee and ***start*** a new conversation with friends." Nescafe's tagline is, after all, "It all starts with a Nescafe."

The idea came to *Drap*, Nescafe's ad agency, when it noticed that the brand's Facebook "friends" were raving about the company's iconic red mug ("I love this red mug!!" reads a typical fan post). And the idea of the lock? In Europe, couples put a padlock on bridges and other public fixtures to "lock" their love!

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