


The Coca-Cola logo is written in its signature red script font.The NHS logo consists of the letters 'NHS' in white, bold, sans-serif font, set against a blue rectangular background.A decorative orange dashed line forms a partial arc in the upper right corner of the page.

Coca-Cola
partnership with
NHS Charities
Together

#ComeTogetherWithCocaCola

A solid yellow circle is located in the bottom right corner of the page.

What are the goals of the campaign?

- Raise money for the National Health Service through NHS Charities Together.
 - Show that Coca-Cola is a brand that cares about giving support to charities that need help and extra funding.
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SMART Goals for the campaign

- **S**pecific -> The Campaign is targeted at raising money for NHS Charities Together to help with the effects of the COVID -19 pandemic.
- **M**easurable -> Will be measured through interactions with posts on social media platforms.
- **A**ttainable -> Our goal is to raise £15,000 for NHS Charities Together and through advertisement of the campaign online our campaign can be successful.
- **R**elevant -> The campaign is raising money for the recent effects on the NHS due to the COVID-19 pandemic.
- **T**imely -> This campaign is due to run throughout the months of March, April and May.

What Social Media Platforms?

- Instagram – Use of Instagram Stories, Posts, Hashtags and Highlights.
- Facebook – Use of posts and advertisements.



Instagram - Stories

- 10 -15 second advertisement with the message about giving back to the NHS and including the 'come together with Coca-Cola message'.
- Stories would include a link to 'swipe up' on that would take audiences to a page on the Coca-Cola website explaining more about the campaign.
- Stories will be archived in a designated section in the highlights.

Instagram – feed posts

- Throughout the campaign, Coca-Cola wants to highlight individual sectors of the NHS by dedicating posts about them on the feed.
- Posts would also be shared with the hashtag [#cometogetherwithcocacola](#).
- Each post would give a short explanation of the campaign and how it works.

Facebook

- Posts would be put onto the Coca-Cola page.
- Use of Facebook Advertisements would push the campaign out to a wider audience.
- Posts on the Coca-Cola page would be similar to those on the Instagram feed. Advertisement post would be a poster style post explaining the campaign.
- Hashtag #cometogetherwithcocacola would be used on Facebook.

Campaign Branding

- The hashtag #cometogetherwithcocacola will be used throughout the campaign.
- The Coca-Cola and NHS logos will be used in every post made on the campaign.
- The main colours that will be used throughout the campaign are white, Coca-Cola red, and NHS blue (Pantone[®] 300).



Management

- The use of social media management platform Hootsuite will be used to monitor the success of the content that is upload onto the social media platforms. This gives the opportunity to monitor which posts are successful for the campaign and to see which may need adapting to achieve similar success.
- There will be small teams dedicated to creating, uploading and monitor the content for each platform.

