

Diet Coke Guy Search

Capital developed and implemented an integrated campaign including promotional teams, publicity, negotiating a celebrity judging panel, media promotions and an major event over a six month program to find Australia's' Diet Coke Guy. Results included several television program appearances, TV news, women's' magazine stories, social press coverage, radio interviews and newspaper publicity. More than 8,000 nominations were received, accompanied by a Diet Coke label.

