



Coke
STUDIO

Coca-Cola
FLOW FEST
2★25

PROJECT DEVELOPED BY **fibra.ag**
LATAM

01

INTRODUCTION

02

000
CONTEXT
CONCEPT

03

000
STRATEGY

04

000
AUDIENCE
JOURNEY

05

000
THE
PROJECT

06

000
ACTIVITIES
ACTIVATION
S

07

000
ESG

08

000
GIVEAWAY
UNIFORMS

09

000
DIGITAL XP
PODCAST

10

000
CONNECTION
STRATEGY

THE FLOW FEST 2025 & COCA-COLA

On November 22nd and 23rd, at the Autódromo Hermanos Rodríguez in Mexico City, the seventh edition of the **Coca-Cola Flow Fest, the largest reggaeton festival in the world**, will take place.

Coca-Cola will transform the venue into a perreo paradise, an authentic reggaeton dance party featuring big names and earth-shaking beats. At the most intense festival of the year, Coca-Cola will be there to share the brand's joy and energy with **more than 200,000 fans throughout the weekend.**

THE COKE STUDIO

Coke Studio is Coca-Cola's global music platform. The experience aims to connect fans with artists through immersive experiences. The project launched in 2008 in Pakistan and will arrive in Latin America in 2023.

Coke Studio's presence at a festival like Flow Fest reinforces Coca-Cola's mission of **connection and celebration, with music as a major passion point for Gen Z.**

The goal is to speak directly to this generation that loves music, live events, and true emotional connections. What better place to be than the biggest festival of one of the most popular genres in Latin America today?



01

INTRODUCTION

02

CONTEXT
CONCEPT

03

000
STRATEGY

04

000
AUDIENCE
JOURNEY

05

000
THE
PROJECT

06

000
ACTIVITIES
ACTIVATION
S

07

000
ESG

08

000
GIVEAWAY
UNIFORMS

09

000
DIGITAL XP
PODCAST

10

000
CONNECTION
STRATEGY

Reggaeton has captivated listeners worldwide, but in Mexico, the genre reigns supreme. On Spotify, **no other country has listen more reggaeton than Mexico**, which has led the genre to evolve into its own identity, dubbed "reggaeton Mexa."

In recent years, there has been a renewed appreciation for the Mexican barrio, giving rise to a new generation of artists between the ages of 20 and 25. These artists were born in the barrio, and fans see them as approachable.

The sincerity and authenticity of local artists naturally connects with young people seeking a more authentic representation of their identity and culture in the reggaeton scene.

Coca-Cola will expand and extend the hype of live festivals for Gen Z to experience them at their best. How? By **bringing the live festival experience to life through the diverse perspectives of those present—and also those who want to be there!**

Enjoy a festival your way, connecting your passion for music with other people's passions..

This is Coke Studio's new POV at Flow Fest 2025.

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****000
AUDIENCE
JOURNEY****05****000
THE
PROJECT****06****000
ACTIVITIES
ACTIVATION
S****07****000
ESG****08****000
GIVEAWAY
UNIFORMS****09****000
DIGITAL XP
PODCAST****10****000
CONNECTION
STRATEGY**

And how will we communicate this POV in 2025?

In this edition of Coke Studio, the participating audience will be **elevated to the spotlight**, with their perspective placed **at the center of the experience**.

Since Gen Z reggaeton fans identify with and look up to the genre's new idols, how about making them feel like the perreo stars themselves?

Thus, we will **connect** each Coke Studio participant **in a unique way**, through their **passion for reggaeton**, their **unique perspective on the genre and their idols**, and their desire to **fully embrace the live experience!**

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****000
THE
PROJECT****06****000
ACTIVITIES
ACTIVATION
S****07****000
ESG****08****000
GIVEAWAY
UNIFORMS****09****000
DIGITAL XP
PODCAST****10****000
CONNECTION
STRATEGY**

The entire Coke Studio journey will be designed with the audience and their POV at the center of attention from the very beginning.

From pre-registration for access, to participation in on-stage activities and activations, to the dynamic visual programming inside the space **and also our communication plan** everything will be interactive, customized, and truly reflective of the fan.

CUP + QR CODE

Upon entering the festival, attendees can pick up their cups at the bars located throughout the Autódromo Hermanos Rodríguez.

The cup features a QR code that attendees can scan with their cell phone to access the Coke Studio landing page. After filling out their information, they can pre-register at our stand, access festival information - including lineups, show times, and services - and secure their free gift.





*Images for illustrative purposes only.

ACCESS TO COKE STUDIO

Participants can pre-register to guarantee their access to Coke Studio on its landing page, by scanning the QR Code on the memorabilia cups available at the bars, or they can go to the registration desk at Coke Studio and register in person.



01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****○○○
ACTIVITIES
ACTIVATION
S****07****○○○
ESG****08****○○○
GIVEAWAY
UNIFORMS****09****○○○
DIGITAL XP
PODCAST****10****○○○
CONNECTION
STRATEGY**



MUTI RANDOLPH

A pioneer of digital art in Brazil, Muti creates stage sets, installations, and interior architecture projects. His work explores the relationship between time and space through music and interactive generative video, developing custom software and hardware for immersive experiences.

He created landmark projects such as the Opening Ceremony of the Rio 2016 Paralympic Games, large-scale installations for Nike and Coca-Cola, as well as architectural and retail spaces such as the Melissa Gallery in London and New York, and the iconic D-Edge clubs in São Paulo and Rio.

STAND OPTION 1

















The interior of the space replicates the circular shape of the facade. The goal is to keep the audience literally at the center of the action, reinforcing the POV concept.

STUDIO STUDIO

As soon as the audience enters the Coke Studio dance floor, they're met with a central stage with a DJ booth as the focal point. Surrounding it are the activations.

Coke STUDIO

All visual content will be generative and audio-responsive, a hallmark of Muti's work, transforming music into a living skin that envelops the structure.



Surrounding the indoor area, LED totems will reproduce images of the audience. These images are captured on a stand in the venue and mixed with the live visual programming by a VJ direct from the FOH. The idea is to make the audience not only at the center of the action, but also merge with the decor, which changes according to the mood of the attractions.









STAND OPTION 2



























The interior of the space replicates the circular shape of the facade. The goal is to keep the audience literally at the center of the action, reinforcing the POV concept.





As soon as the audience enters the Coke Studio dance floor, they're met with a central stage with a DJ booth as the focal point. Surrounding it are the activations.







Surrounding the indoor area, LED totems will reproduce images of the audience. These images are captured on a stand in the venue and mixed with the live visual programming by a VJ direct from the FOH. The idea is to make the audience not only at the center of the action, but also merge with the decor, which changes according to the mood of the attractions.



STUDIO

Coke STUDIO

STUDIO



SAMPLING

Upon entering our stand with their memorabilia cup in hand, visitors are served Coca-Cola and Coca-Cola Zero.

The idea is that the first impression of the Coke Studio comes while enjoying a cold Coca-Cola gulp; And that the attendees are constantly consuming the product while unlocking prizes and interacting with the stand's activities.

UNIVERSAL MUSIC + FIBRA.LATAM

Signed in 2024, the partnership combines Universal's artistic curation with Fibra's portfolio of clients, ensuring easier access to Universal's casting and bringing artists closer to unique opportunities within the brands.

ATTRACTIONS LINE UP

DAY 1

**HEADLINER** Option 1**JUAN DUQUE**

- “Solcito” a Collaboration with Miguel Bueno went viral on Tik Tok with over 1.5 million user-generated videos and more than 37 million streams.
- Performed at Coca Cola Flow Fest in 2024

**6.6M** - Followers**66.8K** - Followers**HEADLINER** Option 2**YNG LVCAS**

- Great Collabs with huge artists such as Peso Pluma and Guaynaa.
- Performed at Coca Cola Flow Fest in 2023 for more than 30,000 fans.

**8.2M** - Followers**1.4M** - Followers**ARTIST B****RIXXIA**

- Vibrant and energetic music blending trap, reggaetón, EDM and hardstyle influences
- Performed at major festivals like Coca Cola Flow Fest, Pal Norte and Live out.

**342K** - Followers**19.5K** - Followers

**DJ****DJ FOXY**

- Will perform at Coca Cola Flow Fest in 2025 and pride parades.
- Is part of Bellakath's support.

**198K** - Followers**31.3K** - Followers**DJ OPENING****MAW BB**

- DJ for clubs, parties and festivals of the urban and reggaetón genre.
- Known for this work in urban, moombathon, dembow and cumbia.

**-** - Followers**-** - Followers

ATTRACTIONS LINE UP

DAY 2



HEADLINER Option 1

AKRILLA

- Named a rising star by The Rolling Stone in 2025
- Has performed at Lollapalooza (Chile & Argentina) and Estéreo Picnic (Chile)
Showcases a bold fusion of alternative reggaetón with pop and drum & bass.



1M - Followers



54.3K - Followers



HEADLINER Option 2

DANI FLOW

- A standout performance in Coca Cola Floe Fest 2023 with El Bogueño and Uzielito
Mix as his guests in 2023 and headlined the festival in 2024.



4.6M - Followers



1.1M - Followers



ARTIST B

RIVVAA

- Debut at Coca Cola Flow Fest in 2024 for more than 10,000.
- *Interesting music proposal mixing dj, urban rap and reggaeton.*



240K - Followers



3.4K - Followers

**DJ****LUCCA DJ SET**

- DJ, producer and member of GRLS band who's aesthetic vibes and trap, reggaetón, urban blends is drawing the attention of younger crowds.

**56.9K** - Followers**-** - Followers**DJ OPENING****MAW BB**

- DJ for clubs, parties and festivals of the urban and reggaetón genre.
- Known for this work in urban, moombathon, dembow and cumbia.

**M** - Followers**M** - Followers

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****ACTIVITIES
ACTIVATION
S****07****○○○
ESG****08****○○○
GIVEAWAY
UNIFORMS****09****○○○
DIGITAL XP
PODCAST****10****○○○
CONNECTION
STRATEGY**

ANOTHER ACTIVITIES

In addition to the two shows per day and a set with our DJs/MCs, other activities will entertain the Coke Studio audience:

Choreographies with our dancers,
karaoke with the biggest reggaeton hits,
and **photo opportunities in the DJ booth.**



*Images generated with Artificial Intelligence.

ACTIVATIONS



REMIX THE VIBE

In keeping with the idea of making the audience feel like a star while experiencing the excitement of a live festival, our photo moment will create a unique and exclusive memory panel for the audience.

Directly from our DJ booth, people send their best festival photos to the control center, which quickly customizes the stage with the images, creating a true remix of memories and exciting moments. Then, just strike your perfect DJ pose and let this slice of festival life become your favorite remix!

BLOW UP YOUR VIDEO!

Who hasn't dreamed of starring in their own music video and becoming a social media hit? Maybe your dance will become a trend? With the help of our activation, it's now easy!

Individually or in groups, participants answer questions to inspire the AI to create their unique identity, which includes a name, musical elements, and video.



*Images for illustrative purposes only.

BLOW UP YOUR VIDEO!

They then head to the booth to create their exclusive clip. **The AI-generated content takes over the Coke Studio space, playing on our LED totems while being sent to attendees' cell phones.**

Using a **content-first approach**, attendees share the results on social media in real time, **expanding the experience beyond the festival's confines.**



*Images for illustrative purposes only.

EPIC MOMENT! FLYIN' SCREEN

INCREASING THE EXPERIENCE

We've already made the audience the star of Coke Studio, and now we're taking them to new heights!

With our flying LED screen, we offer a unique POV, and not only that. Just like the space's LED totems, our flying screen will display pre-captured and edited images of the Coke Studio attendees, maximizing the strategy of placing them at the center of the experience, allowing their image to soar into the sky!

The screen rises three times per night, at 1.5-hour intervals, representing the audience's POV. It's as if, projected onto the screen, they see the festival from a unique perspective, above the crowd.

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****ACTIVITIES
ACTIVATION
S****07****ESG****08****000
GIVEAWAY
UNIFORMS****09****000
DIGITAL XP
PODCAST****10****000
CONNECTION
STRATEGY**

RECYCLE! REFRESH!

To broaden the conversation about sustainability, we recommend a meeting between stakeholders, Ocesa, and Fibra.Latam the day before the festival to promote discussions on more responsible initiatives aligned with ESG practices. Fibra.Latam will connect several sustainability-focused companies to present possible ways to hold an event of this size with low environmental impact and in line with ESG principles.

RECYCLE! REFRESH!

Perpetuating the commitment to sustainability, all waste generated by the use of plastic and aluminum within our space will be donated at the end of our operations to a waste collection and recycling cooperative in Mexico City, in order to mitigate material waste and reinforce sustainability awareness within all stages of our action.

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****ACTIVITIES
ACTIVATION
S****07****ESG****08****GIVEAWAY
UNIFORMS****09****000
DIGITAL XP
PODCAST****10****000
CONNECTION
STRATEGY**

GIVEAWAY

To claim Coke Studio prizes, participants scan the QR code on the cups and access the Coke Studio landing page. After filling out their information, they spin a virtual wheel that will reveal their prize. Simply present the result to our team and take home your prize.

This streamlines the process, avoiding long lines and time wasted choosing.

> PINS

> BANDANAS

> SHOULDER
BAGS

> PHOTOGRAPHIC
CAMERA

PINS



BANDANA

OPTION



SHOULDER BAG

OPTION



PHOTOGRAPHIC CAMERA

OPTION



OPTION 1



08

UNIFORMS

OPTION 2



80

STUDIO

Coca-Cola
FLOWFEST

project developed by **fibra.ag**
LATAM

*Images for illustrative purposes only.

01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****ACTIVITIES
ACTIVATION
S****07****ESG****08****GIVEAWAY
UNIFORMS****09****DIGITAL XP
PODCAST****10****000
CONNECTION
STRATEGY**

DANCING DECK:

The Dancing Deck is a **special space dedicated** to the festival's **most passionate fans**. It's a space where they can enjoy the shows with the best view of the main stage. They **reinforce Coca-Cola's role as a cultural protagonist, merging brand, music and technology** into a unique and unforgettable experience.



DANCING DECK:

That's why, **in this edition**, in addition to the most passionate and enthusiastic fans, **we'll be taking our podcast to a glass capsule inside the Dancing Deck. a way for us to strengthen our connection with the public—in attendance or not—** with interviews, real-time commentary and reactions from their favorite hosts.

DANCING DECK:

OPTION

Additionally, they will choose the most excited fans and give them Coke Pods, GoPro cameras that they can connect wherever they want to broadcast their point of view to everyone watching Flow Festival via livestream.



DANCING DECK:

The Dancing Deck presented here in two design options are conceived as iconic Coca-Cola landmarks and natural focal points for the event. **Both proposals combine a panoramic terrace with prime views of the concerts, a glass capsule for our podcast and a ground-floor dance floor**



OPTION 1



OPTION 1



OPTION 1

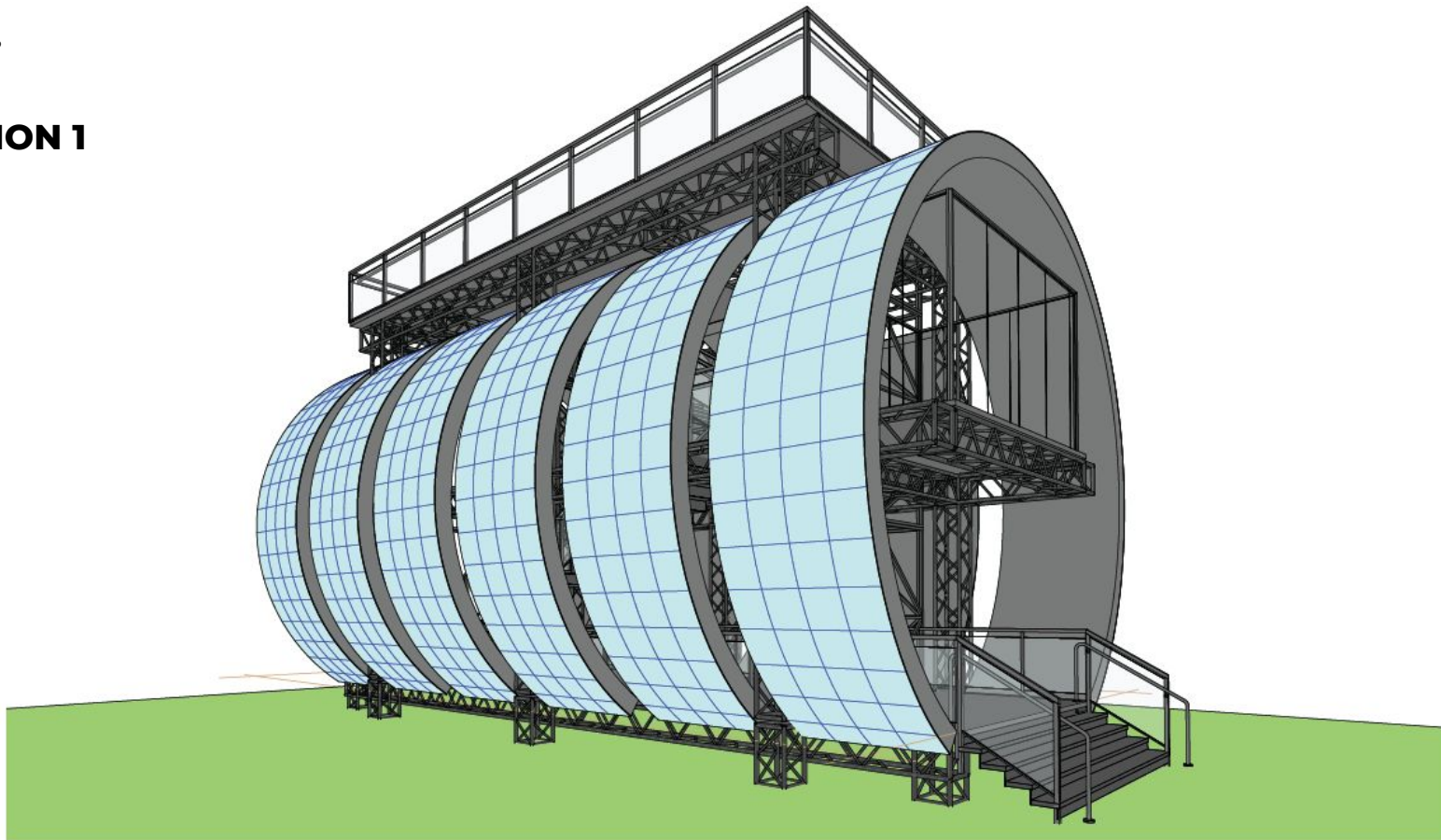


OPTION 1

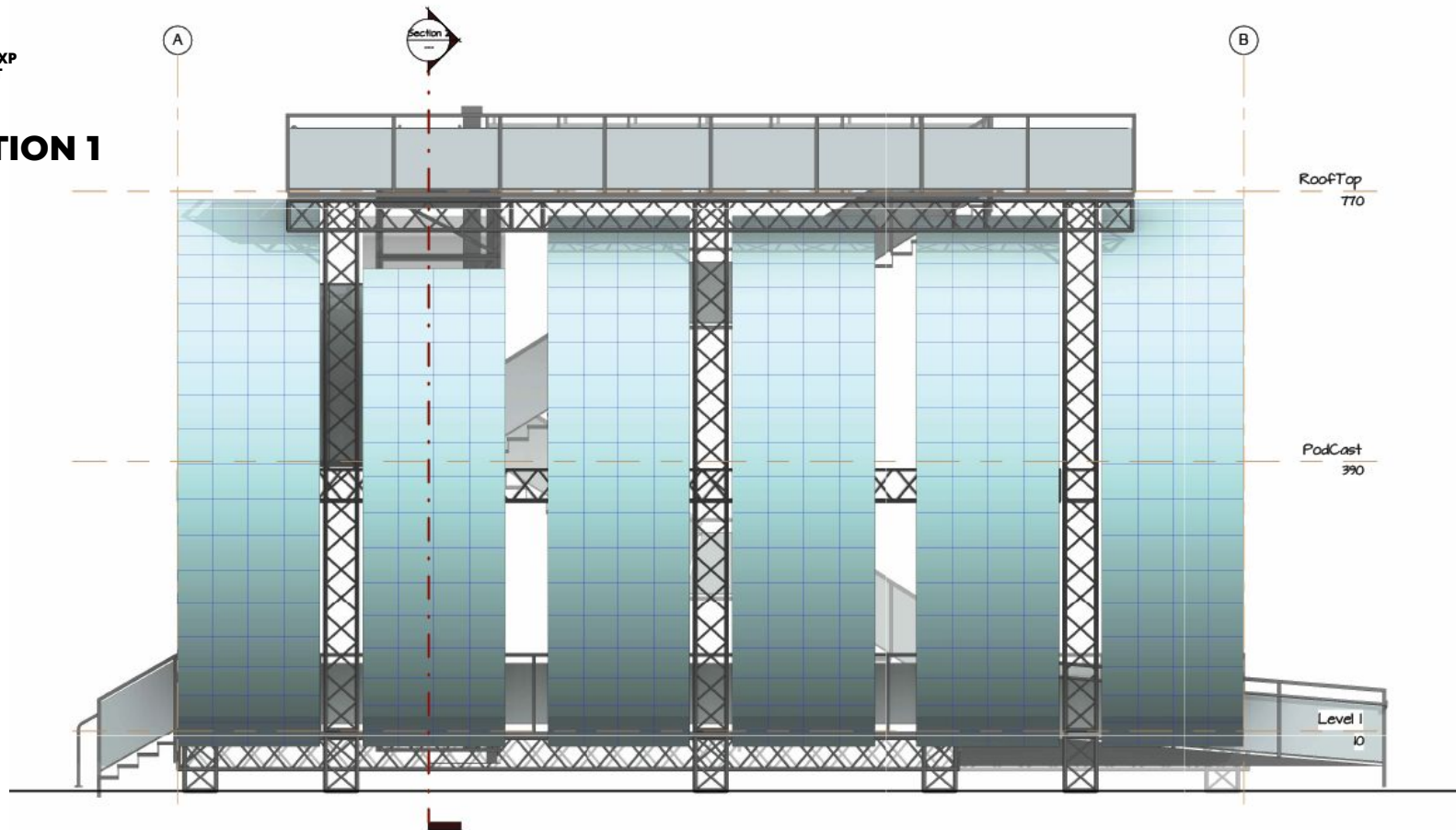


*Images for illustrative purposes only.

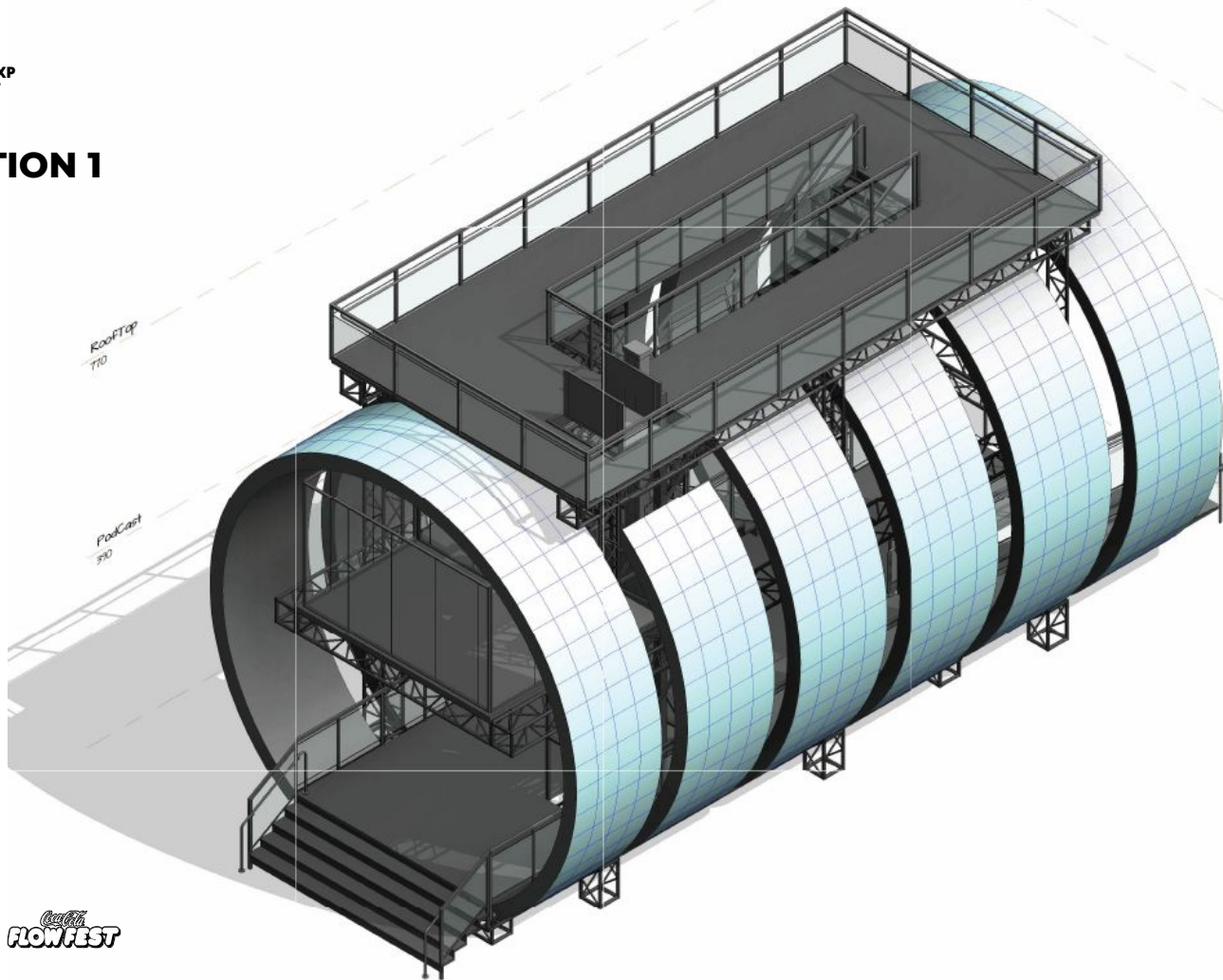
OPTION 1



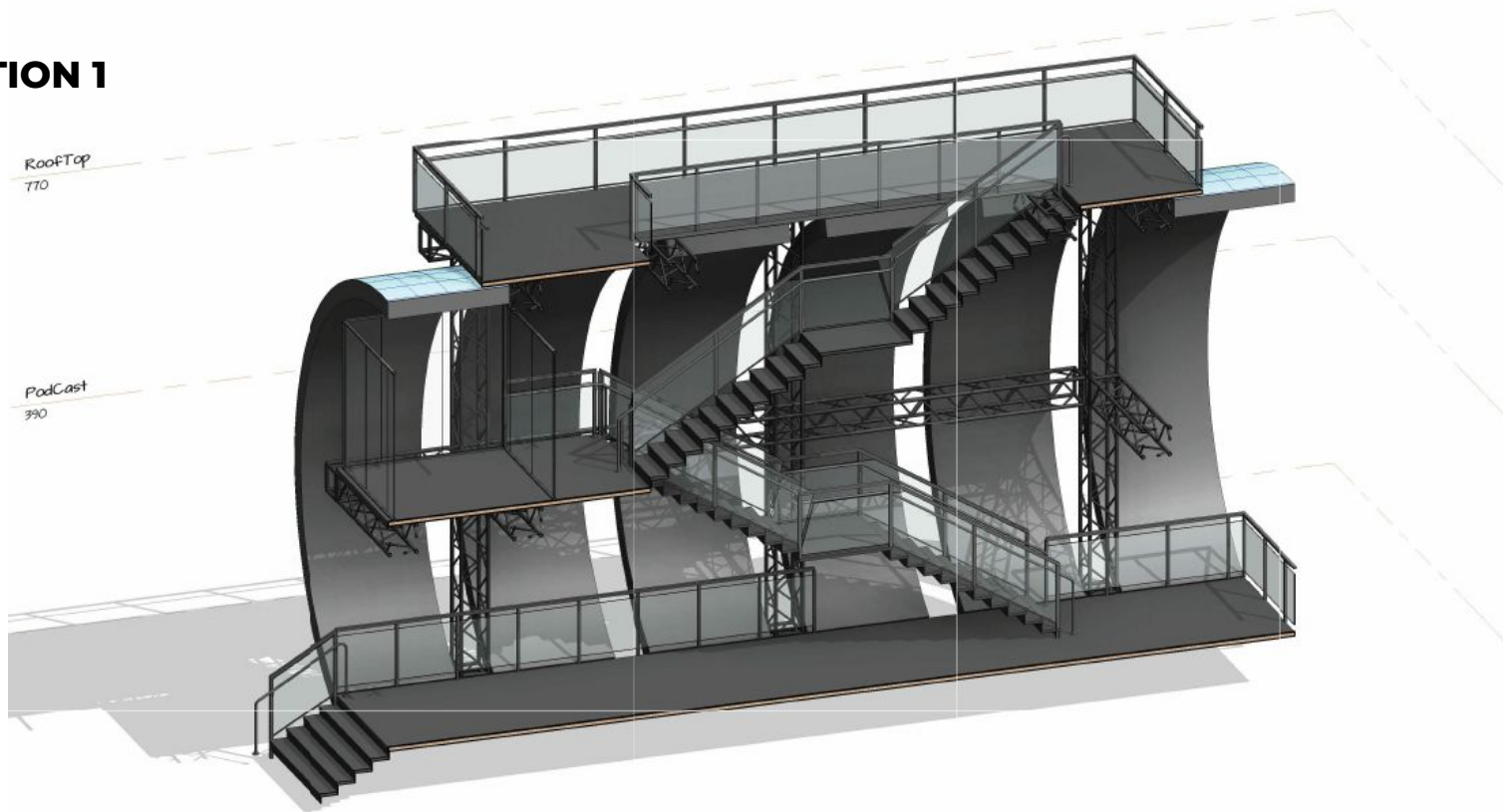
OPTION 1



OPTION 1



OPTION 1



OPTION 2



OPTION 2



OPTION 2



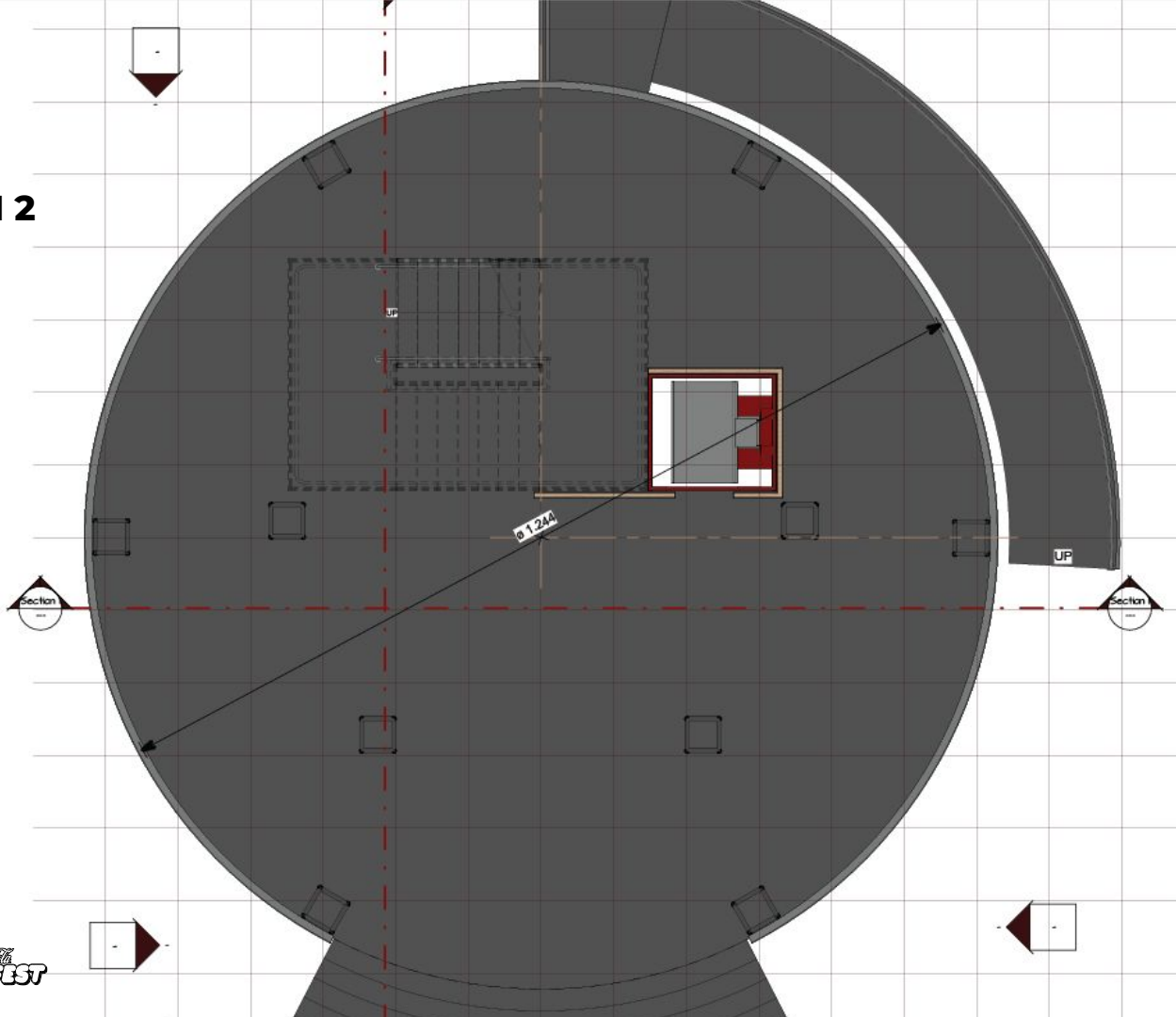
OPTION 2



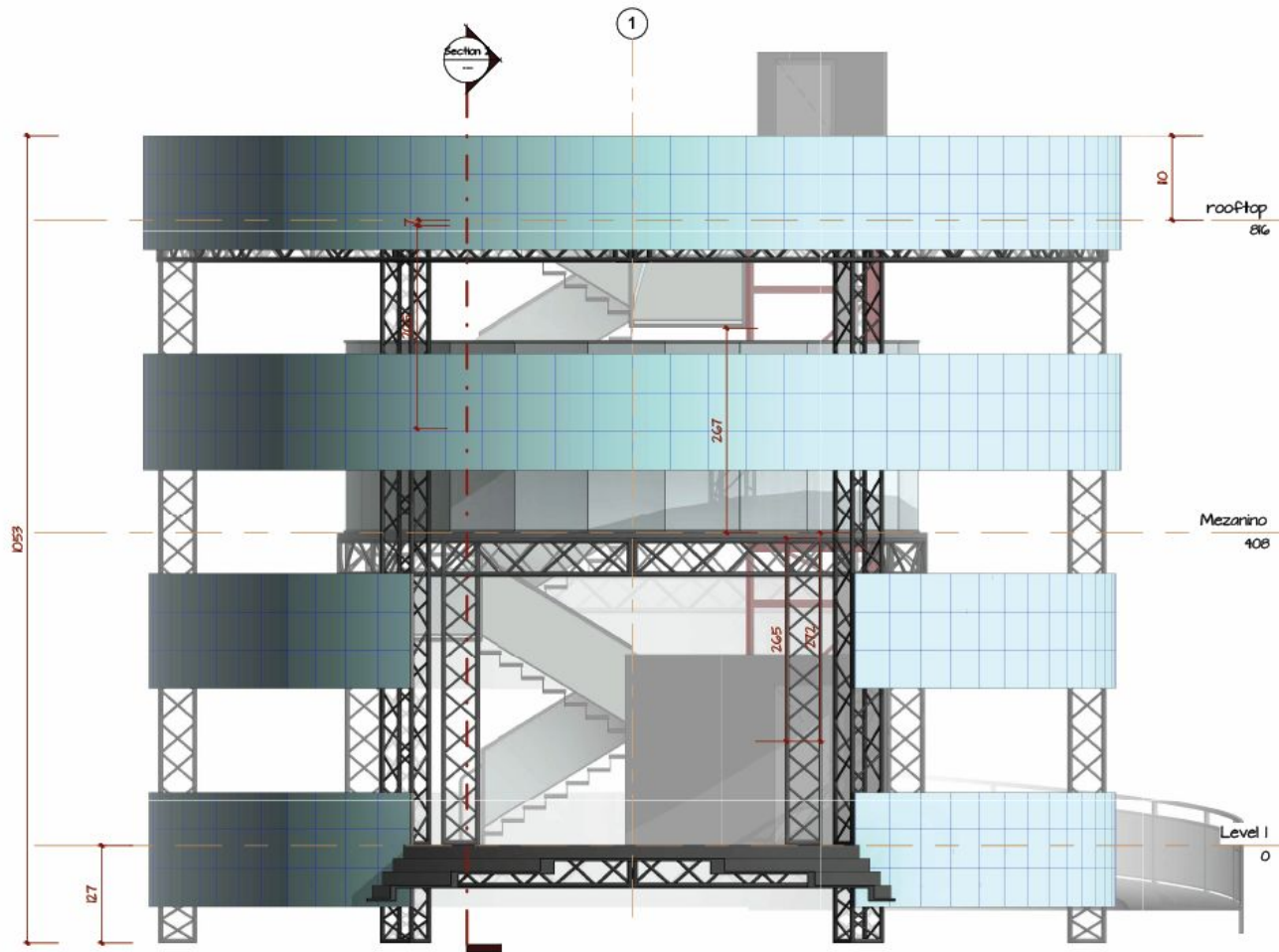
OPTION 2



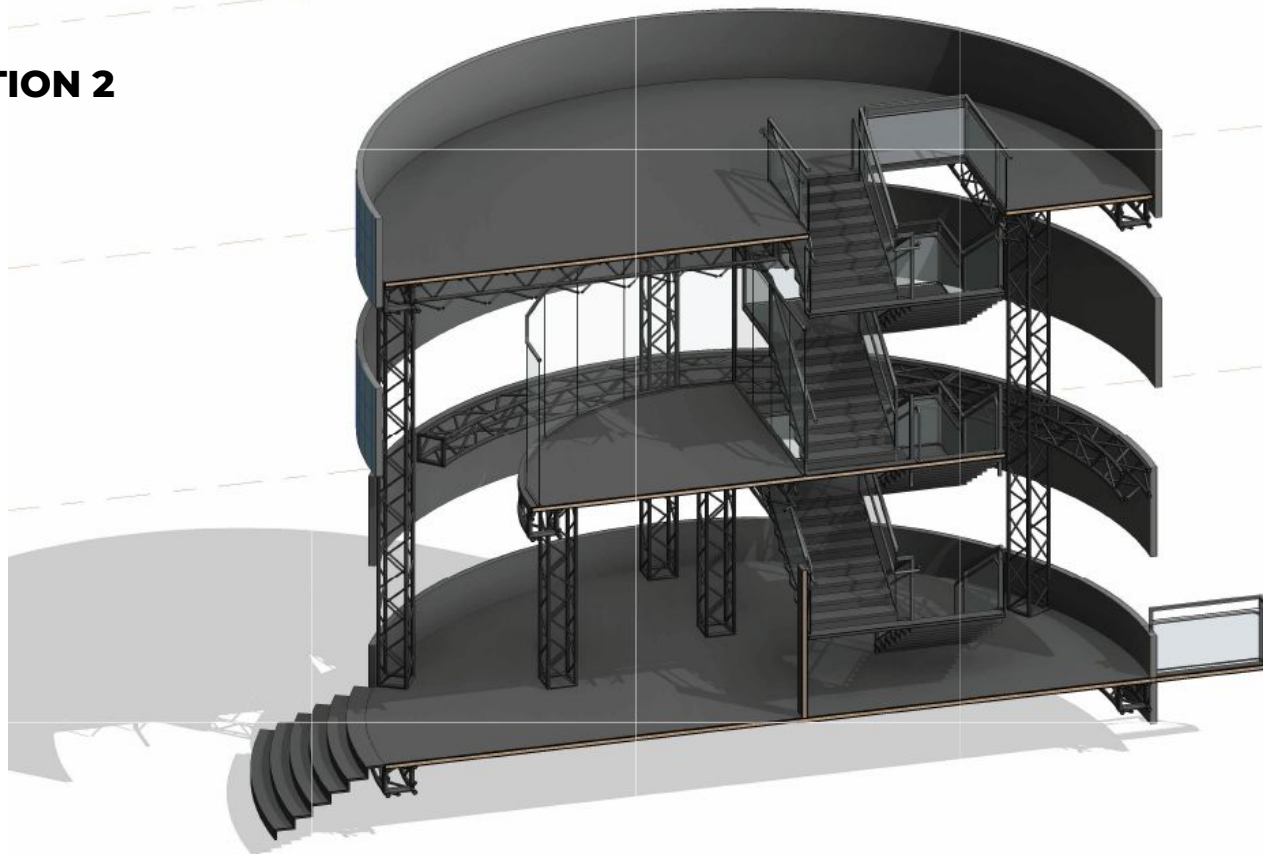
OPTION 2



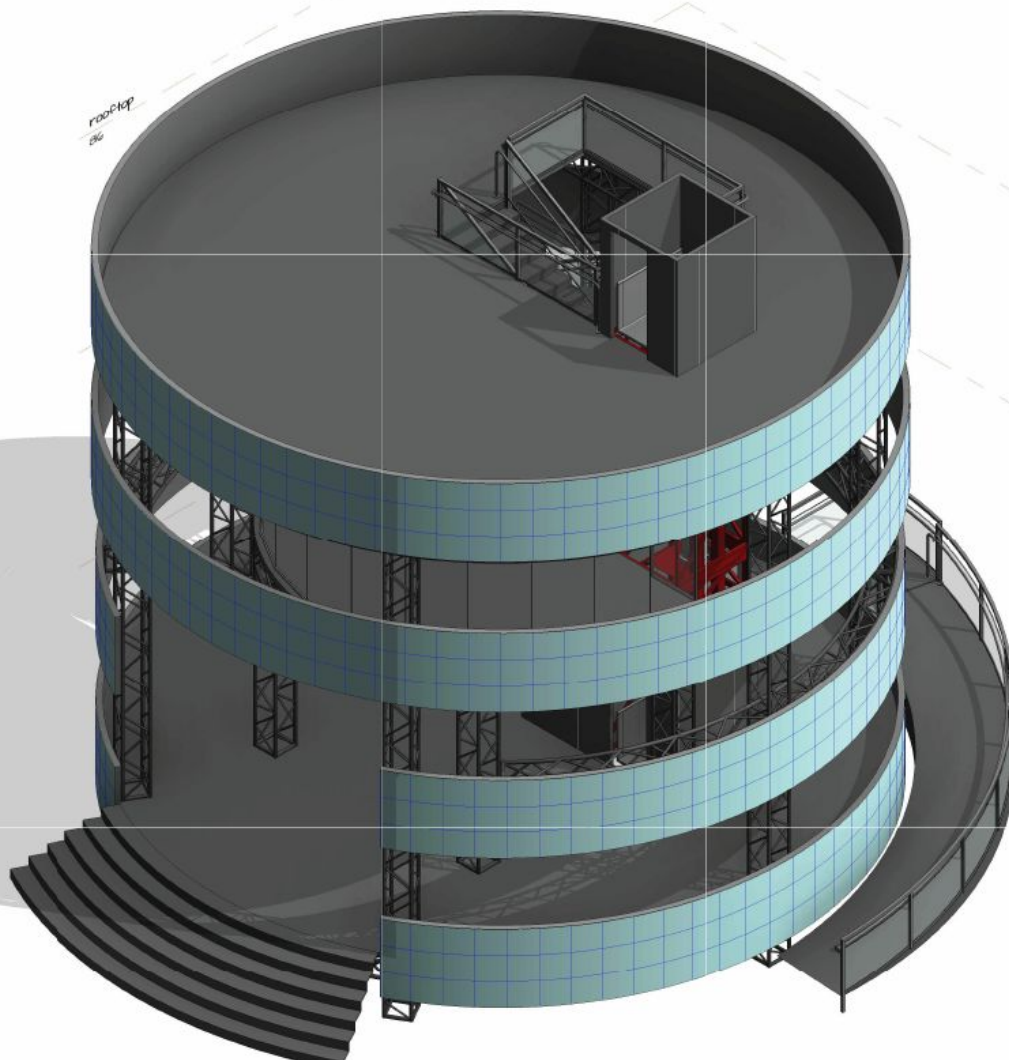
OPTION 2



OPTION 2



OPTION 2



PODCAST OPTION 1:**DevilEx** (@itsdevilex)

El Desconecte.

Es un creador de contenido con fuerte presencia en TikTok que combina temas de música urbana, arte, cine, tecnología y moda urbana. Su cuenta destaca por su alto engagement, con tasas superiores al promedio, y una audiencia muy activa y comprometida. También ha sido reconocido en prestigiosos premios de TikTok por su habilidad en edición.

 **2.4M**
TikTok

 **176K**
Instagram

 **302K**
YouTube

 **7K**
Spotify

PODCAST OPTION 2:**Noche De Chicxs****(@NocheDeChicxs)**

Noche de Chicxs es un podcast fresco y rebelde conducido por Xanic, comediente mexicana con una energía tan real que te hace sentir como si estuvieras en una piyamada con tu mejor amiga—pero con palomitas, mascarilla y mucho chismecito viral. Actualizado dos veces por semana (martes y jueves), el show se sumerge en los mejores storytimes de internet con humor irreverente, un toque de sarcasmo y una comunidad que vibra con cada episodio. Actualmente, es el tercer podcast de comedia más popular en México, consolidándose como una plataforma clave para conectar con una audiencia joven que busca entretenimiento sin filtros.

 **1.4M**
TikTok

 **267K**
Instagram

 **633K**
YouTube

 **1.4K**
Spotify

PODCAST OPTION 3:



EBP PODCAST (@ebppodcastoficial)

Es el espacio donde la risa y la autenticidad van de la mano. Con la frescura de Bastián y Conder, cada episodio se convierte en una charla sin filtros, cargada de anécdotas inesperadas, humor espontáneo y comentarios que fácilmente podrían salir en cualquier reunión entre amigos. Su estilo relajado y “en buen pedo” conecta con una audiencia joven que busca desconectarse de la rutina y sentirse parte de una conversación cercana, divertida y completamente fuera de contexto. Perfecto para marcas que quieren llegar a una comunidad leal, activa y que consume contenido con genuíno entusiasmo.

 **1.8M**
Tiktok

 **375K**
Instagram

 **858K**
YouTube

 **5.4K**
Spotify

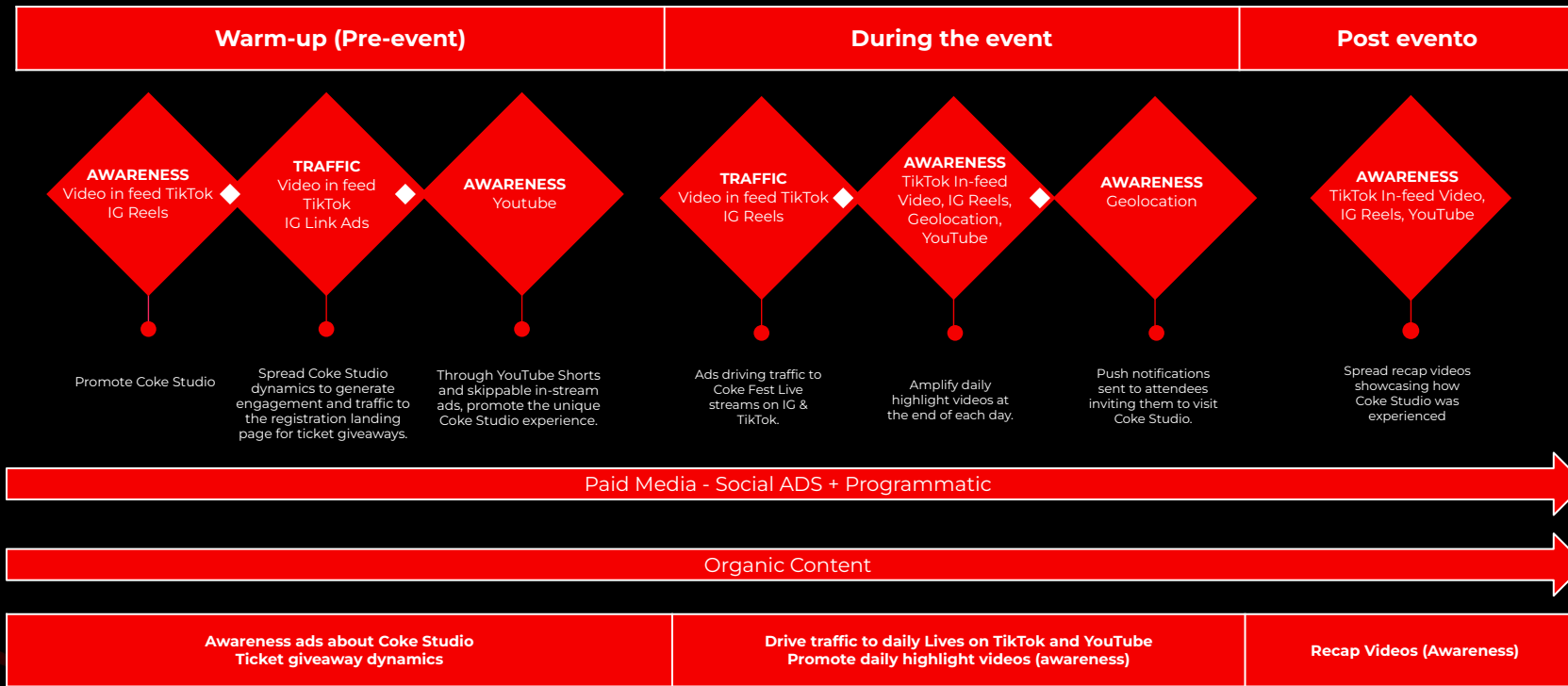
01**INTRODUCTION****02****CONTEXT
CONCEPT****03****STRATEGY****04****AUDIENCE
JOURNEY****05****THE
PROJECT****06****ACTIVITIES
ACTIVATION
S****07****ESG****08****GIVEAWAY
UNIFORMS****09****DIGITAL XP
PODCAST****10****CONNECTION
STRATEGY**

PAID + ORGANIC MEDIA DIGITAL MEDIA PLAN

MEDIA STRATEGY – 3 PHASES

AWARENESS, ENGAGEMENT, AND CONTINUITY

Covering the full journey: before, during, and after the event



EXECUTION CHANNELS – PAID + ORGANIC

PAID MEDIA + ORGANIC

Combining scale and authenticity

Pre-Event (Nov 1–21)

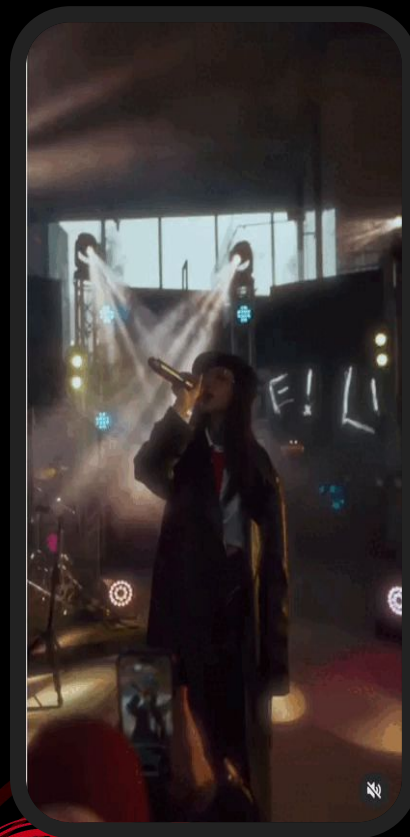
- Awareness campaign highlighting unique Coke Studio experiences (alt stage, dancing deck, activations).
- Promotions & contests: free tickets, autographed gifts, exclusive interviews.
- Amplify on YouTube (Shorts, skippable ads).
- Formats: IG Reels & Stories, TikTok, YouTube Shorts.
- Creators generate FOMO with organic content.

During Event (Nov 22–23)

- Live coverage for both attendees & remote viewers.
- Link ads driving to Coke Studio Live.
- Daily highlight capsules + recap videos.
- Push notifications inviting attendees to visit Coke Studio.
- Formats: IG Reels, TikToks, localized Push Notifications.

Post-Event (Nov 24–30)

- Promote compilation videos with best festival moments.
- Recap Coke Studio as a unique experience.
- Position content for both attendees & online audience.
- Formats: IG Reels, TikTok In-feed Video.



B2B2C INTEGRATED PLAN

CONNECTING ALL LEVELS OF THE ECOSYSTEM A HOLISTIC STRATEGY CONNECTING ALL LEVELS

The B2B2C plan integrates consumer, retail, and sales force actions within the Coca-Cola ecosystem, maximizing the brand's impact at every stage of the journey - from the end consumer to the KO System.



Consumer → Build cultural relevance and emotional connection through Coke Studio content, festival experiences, and social buzz.



Shopper → Convert interest into action with promotions, giveaways, and point-of-sale activations tied to Coke Studio.



Retailers (Juntos+) → Strengthen loyalty through exclusive dynamics, raffles, and authentic testimonials that position store owners as cultural connectors.



Sales Force → Activate KO System motivation programs to transform field teams into brand ambassadors, driving traffic and engagement with retailers.



KO System → Align paid, organic, and B2B actions into a single Coke ecosystem, maximizing impact across all stakeholders.



KO SYSTEM ACROSS THE FULL JOURNEY CONNECTING EVERY STAGE OF THE EXPERIENCE.

The integrated plan ensures that every touchpoint — from consumer awareness to retailer loyalty — contributes to building cultural relevance, driving engagement, and generating measurable business results.



Awareness → Consumers reached through Coke Studio content, media, and cultural activations.



Engagement → Interactive experiences, social buzz, and festival storytelling driving participation.



Conversion → Shoppers motivated by promotions, giveaways, and seamless point-of-sale activations.



Loyalty → Retailers and tenderos empowered with exclusive dynamics, incentives, and authentic storytelling.



Amplification → Sales force and KO System aligned to expand impact across all stakeholders.



B2B + B2C → A B2B2C ECOSYSTEM WITH JUNTOS+

From retailer loyalty to massive consumer engagement.



B2B – Retailer Loyalty

Juntos+ dynamics: raffles and motivation.
Pride and sense of belonging for retailers.
Post-event testimonials → authentic storytelling.

B2C – Awareness & Engagement

Platforms: TikTok, Instagram, YouTube.
Massive connection pre, during, and post-event.
Real-time interaction at scale

B2B2C – Collaboration with Juntos+

Digital dynamics linking retailers and consumers.
Ticket raffles as shared motivation.
Dual impact: strengthens B2B loyalty and amplifies B2C awareness.

SUCCESS INDICATORS FROM PERFORMANCE TO CULTURAL IMPACT

SUCCESS INDICATORS

OUR PROPOSED KPI ANALYSIS – FROM PERFORMANCE TO CULTURAL IMPACT

STRATEGY	KPI	TRACKING
TOP: Coke Studio (Cultural Impact)	Volume of mentions and engagement with #CokeStudio / #FlowFest	 sproutsocial        Looker Studio
	Sentiment analysis (positive / neutral / negative)	
	Share of Voice vs. other brands at the festival	
	Key voices: artists, influencers, podcasts, media	
	Hashtags, trending topics, viral conversations	
MIDDLE: Organic (Authentic Engagement)	Interactions in dynamics (trivia, polls, challenges)	
	Engagement with capsules, behind-the-scenes, and highlights	
	User-generated content (UGC, FDVs, shopkeepers)	
	Testimonials and post-event storytelling	
BASE: Paid Media (Digital Performance)	Estimated reach and impressions	
	Accumulated views from campaigns	
	Traffic to dynamics, registrations, and live streams	
	Engagement rate of ads	

OVERVIEW





Coke
STUDIO

Coca-Cola
FLOW FEST
2★25

PROJECT DEVELOPED BY **fibra.ag**
LATAM

fibra.ag
LATAM