

Psyop Creates Happiness Factory 3

Included a Second Video with a Behind the Scenes. Coca-Cola continues their ad campaign which features the fantasy world inside a vending machine

April 17, 2009 - 23:24

It is the middle of the afternoon and a student decides it's time for a break. He yawns as he heads over to a vending machine for a Coke, and a lookout worker inside the "Happiness Factory" can't help but yawn in response and sends an infectious ripple of yawns across the workers inside. Their works slows down and their focus is clearly diminished. Realizing the situation "Wendy", the quirky majorette character, claps to summon the "Yawnbusters" - hands that break through the scenery to deliver refreshing Coca-Cola to everyone. Revitalized and invigorated by a Coke their yawns are replaced with the trademark energetic five-note whistle of the Happiness Factory.

It was produced by Wieden+Kennedy Amsterdam using "state-of-the-art" animation techniques, by a team of 3-D animators from animation agency Psyop.

Happiness Factory: The Story So Far ...

"Happiness Factory" was launched in 2006 as part of the Coke Side of Life campaign designed to express the values of "optimism" and "positivity" that have always been at the heart of the Coca-Cola brand. Since its launch, "Happiness Factory" has gone on to become the highest rated commercial that The Coca-Cola Company has ever tested. Now airing in over 100 countries, the ad has received global acclaim and many advertising industry accolades, including a "Silver Lion" at the 2007 Cannes advertising awards; the "Grand Prix Gold Prize" at the 2006 Epica Awards and most recently, the MAX award for the Best Advertising and Branding category.

More Information at: www.hf3.coca-cola.com. Image and Videos Courtesy of Psyop and Coca-Cola Corp.