**Strategy Brief (draft v1)**

**for a Proposed W3C/Coca-Cola Partnership**

***Celebrating the Web’s Turning 25 and***

***our mutual Global Connections ecosystem***

**Background:**

Established in 1994, The World Wide Web Consortium (W3C) is an international community that develops open technology standards to ensure the long-term growth of the Web. [W3C Members](http://www.w3.org/Consortium/Member/List)—including the world’s major technology companies, universities, and government agencies—collaborate under the leadership of Web inventor Tim Berners-Lee and CEO Jeff Jaffe. Our community also extends to non-members through consumer activity in W3C Community Groups, Business Groups and Interest Groups. Together, the entire W3C community is building the Open Web Platform to become a full-fledge programming environment for the delivery of services and rich applications. The impact of these services and applications can be felt today across a broad set of industries, including mobile, media/broadcasting, advertising, games, publishing, HC/LS, and automotive.

**Goals:**

* Create buzz and initial impact about ways the Web is changing the way we all live, learn, work, and play today, and for the next 25 years.
* Leverage the Web’s 25th Anniversary in 2014 as the key driver of a campaign. *IAN:reinforce W3C's role in the history and success of the Web.*
* Demystify what we mean when we say “the Web is for everyone” *IAN:Promote the W3C principles that have helped make the Web a success and will ensure its value to humanity long into the future.*

**W3C Objectives:**

* Invite people everywhere to celebrate the Web's 25th anniversary (and by association, W3C's 20th anniversary in ’14)
* Increase engagement, interaction and scale of the celebration through a broad industry partnership
* Gain traction of a newly deployed, refreshed W3C brand promise

Coke Objectives:

* Create deeper partnerships with major global technology organizations (Jonathan Mildenhall, VP, Global Advertising Strategy and Content Excellence, 2012)

**Target Markets:**

* Primary Audience: the largest possible audience including current and future Worldwide Web users
* Secondary Audience: business, technology, and non-profit professionals who help build and use the Web to create economic and social value

**Shared Values Opportunity:**

25 Years of Bringing People Together on the Web

**Ideals Marketing Approach and Principles:**

* Let’s combine 5 of the biggest brands (e.g. P&G, Nike, Ikea, 4, and 5) together with 5 of the biggest platforms (TBD, but could be Google, Intel, (auto mnftr), (media co.), (China Social Media co), and x) with 5 of the biggest agencies (e.g. Leo Burnett, Ogilvy, 3, 4, and 5). By bringing these disparate groups together, we can create more buzz and impact than we could alone to celebrate the Web. @@MJS: *Need greater international representation, e.g. from China, Japan, Latin Am?*
* We all share principles of openness which foster competition and cooperation, supports innovation and interoperability, and drives market and community success.

**Create Liquid and Linked Value**: @@ these are Coke’s marketing terms (see addendum)

• Develop a big idea that encapsulates, and exponentially grows, our organizations’ many smaller initiatives focused on building and communicating the power of the Web.

* Stress emotional engagement.
* Leverage viral potential to amplify messages.
* Use creativity to impact popular culture on a wide scale.

**W3C Creative Story Arc:**

1. Pause and Reflect: Help people make sense of the transformational disruption happening all around them (e.g. changing landscape of communications, media, music, gaming, publishing, transportation, urban design, health care, advertising, etc.)
2. Educate and Inform: Help people recognize that human potential lies within the Web’s powers of global connectivity and inter-operability (and by association, connect W3C’s role as architect and builder). Let’s create positive change in global society by working together to drive innovation and solve the world’s biggest problems.
3. Advance Thought Leadership: our global ‘on-demand’ culture can be a force of good, activity, enlightenment, and empowerment.
4. Set Future Framing: Let’s start a conversation to share ideas about how the Web and Web technology can drive even greater progress. NOT TO BE CONSIDERED AS PART OF THE SUBSEQUENT CAMPAIGN BRIEF, BUT MORE DIRECTLY PART OF W3C’S BRAND STRATEGY.

**Brand Vision and Architecture (BVA Statement):**

Q. How will W3C and other Web organizations succeed in making the world a better place?

A. The World Wide Web Consortium (W3C) is the international forum leading the development of technology standards and the stewardship of the Open Web. Our work will never be completed, but we know we’re making progress when we see the Web’s impact on innovation, transparency and empowerment, thereby leading to improvements in economic and community development worldwide.

**W3C Addendum**

**Additional References and Resources**

Social media feedback to Coke’s Small Machines Campaign

http://www.campaignbrief.com/2013/05/coke-connects-indians-and-paki.html

Is that all ya got? said:

This feels so 2012. I guess I just mean that we've already seen some awesome work for coke on "togetherness" using vending machines. And this just doesn't seem to move it on.

May 20, 2013 9:13 PM

Coca-Cola’s Liquid and Linked marketing strategy

Jonathan Mildenhall, VP, Global Advertising Advertising Strategy (this is Neil’s and Jackie’s boss)

Content 2020 and ways to create a strategy brief

<https://www.youtube.com/watch?v=bpQA_c8fOCY>

@ComeBeCreative on Twitter and Facebook