

# Fanta



Show us what you think  
it means if a person has  
'flavor'



## OBJECTIVE

Generate a deeper understanding of teenagers' attitude towards fun & flavor

## EXECUTION

Leveraged chat bots to conduct conversations in Snap, Instagram & Messenger to get consumers to express their thoughts & feelings

## RESULTS

Over 400 qualitative responses in long form conversation, collages, selfies and Snaps.