



“We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness”



WHO Coca-Cola, Italy
WHAT Engraved basil pencils on single cards
HOW Giveaway when launching Coca Cola Life
WHY The Sprout pencil contributes with a lot of engagement and innovation



“We used the Sprout pencil as a gadget when launching the new Coca-Cola Life in Italy.

We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness.

The Sprout pencil has contributed with a lot of engagement and innovation among our consumers, and everyone has been very enthusiastic.

I have even received pictures of basil plants grown by children that got some of our pencils – so cute!

I will definitely use Sprout products again and I already recommended them to a colleague who will develop a similar promotion.”

Valentina Gandini

*National Account Manager,
Coca-Cola, Italy*