

COKE SECURITY CAMERAS CATCH RANDOM ACTS OF KINDNESS



The new Coca Cola ad has a simple but poignant message. Security cameras, known and installed in malls, convenience stores, elevators, parking lots and other public areas, for filming everything that is not nice and meant to be a deterrent to people who indulge in shady activities, capture other things as well. The images captured by Coca Cola show that the camera captures the human and gratifying side of humanity, proof that, along with the misery it can capture cheerfulness too. The beautiful, everyday moments that the spot shows, reveals that the security cameras can also bring to us a world beyond burglaries, fights, vehicular accidents and other felony. The ad urges you to "look at the world a little differently." Whilst counselling us, what does it show? It features real security camera footage from across the globe, showing people kissing, prancing about, helping the homeless, doing the unbelievable and of course, sharing a coke. There is a daring scene of a van stuck between the tracks at a train crossing and a train is speeding towards it. In audacious daredevilry, a youth, jumps of his motorcycle and rushes towards it and pushes it out of harms away, jumping away from the tracks milliseconds and inches away from the onrushing train. Another delightful scene shows a store attendant mopping the aisles, smug in the knowledge that he is the only one around and nobody is watching his tom foolery dances. The camera catches him dancing with gay abandon as he does his work. Yet another sequence has an ending that belies it earlier few seconds. A man in an Arabian dress is working ahead and is spied by a man around 50 yards behind him. His gait speeds as he hastens towards him, looks like he's stalking him and is likely to attack him. In the last few yards, he runs up to him and gives him a mighty thump on the back. Stunned he turns around, familiarity dawns and both engulf in a bear hug – apparently they were long lost friends who had accidentally chanced upon each other again. Set to the Supertramp's "Give A Little Bit" 70's song, with evocative lyrics like, "Give a little bit of your love to me, Give a little bit, I'll give a little bit of my love to you. There's so much that we need to share, so send a smile and show you care," provide the spot with just the musical ambience it needs. The scenes are cleverly captioned. Words like stealing, addicts, dealers, attack, pickpockets and gangs, normally associated with misdemeanour and anti-social activities are given new meaning. The captions with appropriate images read, "people stealing kisses," "music addicts," "potato chip dealers," "attacks of friendship", "honest pickpocket" and "friendly gangs." A representative from Coca-Cola Latin America, Guido Rosales said that the ad was designed to "elicit those warm, fuzzy feelings." "We want to remind people that acts of kindness and bravery are taking place around them all the time." Already the ad has received 830,000 views on YouTube.

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