

Sprite | US



Credits

Project

www.lebron23-23.com

Client

Coca-Cola

Creative agency

AKQA

Executive CD

PJ Periera

Group creative

Adam Lau

Art director

Karishma Mehta

Copywriter

Joel Kaplan

Technical leads

Steve Sherwood,
Joel Greensite

Senior product manager

Eric Andrade

Product managers

Peter Basset,

Manish Haldankar

Creative developer

Guillermo Torres

Account director

Kathryn Wolf

Senior account executive

Lauren Black

The lowdown

Sprite reached out to consumers to create a theme song for LeBron James as part of its latest campaign, which leveraged the brand's relationship with the NBA.

AKQA created an online destination, which featured a music mixer widget, giving young contestants a chance to create and share their music anywhere on the web.

Sprite plans to feature the winning song in the final version of its 'Syblymonal at Home' TV ad, which will run through this year in the US.