

# Emmi Caffè Latte • Cooler Coffee

Emmi caused a stir in Chicago for the U.S. launch of their refrigerated coffee beverage. Local artists painted Emmi-inspired refrigerators that were placed throughout the cities to create intrigue. The refrigerators, mobile billboards, YouTube and MySpace pages drove consumers to [whatsinthecooler.com](http://whatsinthecooler.com) to check out videos and guess what's inside. A week later, the fridges were opened, revealing the Cooler Coffee. Brand ambassadors distributed samples while local celebrities, including Chicago's own William 'The Fridge' Perry, mingled with passersby. Additional sampling, cab toppers, outdoor, in-store elements and mobile messaging supported the launch. Smaller artist-designed refrigerators were auctioned on eBay to support the Chicago Art Coalition.

