

The Daily Star

12:00 AM, March 26, 2015 / LAST MODIFIED: 05:54 PM, March 26, 2015

Spreading Joy by Celebrating Individualism

COCA-COLA HAPPY HOUR POWERED BY RADIO FOORTI

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Coca-Cola Bangladesh and Radio Foorti have taken universities by storm with their jointly organised 'Coca-Cola Happy Hour' – an ambitious project to provide a platform for the nation's talented youngsters. This initiative aims to highlight university students bold enough to display their unique talents in an hour-long live segment on Radio Foorti. Whether it's singing, storytelling, music, comedy or performance poetry, there are no holds barred for the ensemble of performers who are featured in this programme. Although there hasn't been a scarcity of events attempting to pioneer the efforts of young artists across the country, 'Coca-Cola Happy Hour' seems to stand out from the crowd through its simplistic yet brilliant approach: integrating a wide range of specialisations in a single programme, as opposed to sticking to conventional musical themes. It is indeed a remarkable opportunity for the nation's youth to explore various creative endeavours in front of a live audience. The immediate participation within the student forums and campuses only reflect this fact; new talent is found every day in previously uncharted fields like stand-up comedy and vocal performances.

In order to reach the maximum number of youth possible, the 'Coca-Cola Happy Hour' campaign has been prearranged in two phases. During phase one, the participating universities host a four-day pre-activation programme in search of the most talented artists to represent their institutions. Although students of the respective campuses had complete authority to choose their representatives, popular artists – namely Bappa Mazumder, Zohad (the frontman of Nemesis) and Rafa – travelled personally to the campuses to help select these talented individuals. In phase two, the live radio shows broadcasted by Radio Foorti, showcased these performers in an exclusive hour-long segment. Since its inception, the 'Coca-Cola Happy Hour' campaign has garnered much appreciation and recognition, receiving a staggering response from universities nationwide; the organisers were pleasantly surprised with the immense involvement from the participating universities – Jagannath University, Jahangirnagar University, Khulna University, Comilla University, East West University, BRAC University, United International University, University of Liberal Arts Bangladesh, Southeast University, Premier University, Bangladesh University of Engineering and Technology (BUET) and Stamford University.



“The youth in Bangladesh are as gifted and expressive as anywhere else in the world. We believe that this platform is a way for them to showcase their potential in a unique manner. Through the sharing of ideas, talent, and creativity, the 'Coca-Cola Happy Hour' hopes to spread happiness and unity amongst the youth of the country. Our only aim is to be a small part of their memories and make these moments happier, more fun, and creative,” said Shadab Khan, Country Manager of Coca-Cola Bangladesh.

So far, auditions have already been held at numerous campuses across Bangladesh. The immediate success in activation has encouraged the organisers to take further initiatives to bring

more universities into the fold. Although recent times have seen the emergence of quite a few reality talent shows, these platforms often fail to put the youth in the driver's seat, as they don't have the autonomy to build up their performances from scratch.

“The majority of the platforms available to Bangladeshi youth do not give them the opportunity to decide the entire structure and content of the programme. And that is, essentially, what sets apart 'Coca Cola Happy Hour'. We are proud to be associated with this amazing initiative and we hope it will foster a culture of independence, unity and most importantly, fun, among the youth of this country,” he added.



Such initiatives not only highlight undiscovered talent among our youth, but also hold significance for our prevalent radio culture. With the inception of 'Coca-Cola Happy Hour', a huge influx of fresh talent could bring about a noteworthy change in our radio shows – it could pave the way for innovation and originality in Bangladesh's radio scene.

Coca-Cola's Country Manager can't seem to help but stress on this 'originality' that could be achieved through the notion of spreading happiness by the youth, for the youth. Throughout their recent national campaigns, Coca-Cola has branded itself as a company promoting happiness and joy, especially amongst young adults. Although through a different medium, Radio Foorti has preached a similar front; their work frequently found them advocating innovation and talent amongst the young. 'Coca-Cola Happy Hour' has already received widespread acclaim for promoting performance arts, but throughout, did not fail to emphasise their ultimate goal – spreading happiness.