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Coca-Cola Creative Brief

I. Why are we advertising at all?

Due to today's health-conscious consumer lifestyles there has been an increase in consumption of non-carbonated beverages such as bottled water, sports drinks, and ready-to-drink coffees and teas. As a result, schools have opted to eliminate sugar-sweetened soda. This will not affect the Coca-Cola Company itself, as it has diversified its product line to include drinks such as Dasani and Powerade. Although there has been a decrease in consumption of Coca-Cola, and a decrease in likeability, it still tops the charts in name recognition. We plan to develop a national IMC plan targeting multicultural youth, ages 13-24 years old, in the United States, to increase the consumption of the Coca-Cola Classic brand beverage as well as enhance its image.

II. What is the advertising trying to achieve?

This campaign plans to increase the consumption of the Coca-Cola Classic brand beverage from the current 13% to the targeted 16% among a multicultural age range of 13-24. The campaign also aims to increase the percentage of favorite brand rating from 10% to 13% within the same target. It will attempt to generate a large response throughout a 12-month period from January 1 to December 31, 2007 with a \$15 million budget. We plan to differentiate the Coca-Cola Classic brand by individualizing it as its own, unique, beverage. For example, a consumer is never asked "Would you like a Coke, or a Powerade," but is instead asked, "Coke or Diet Coke?" In perception, Diet Coke

should not be a subset of the Coca-Cola Classic beverage.

III. Who are we talking to?

Our main target audience for this campaign is males and females of many different cultures within the United States. They are between the ages of 13-24 years old. They are referred to as the “TiVo generation.” Within this, there are two sub-groups: teenagers and young adults. The teenagers include those ages 13-17 while the young adults are ages 18-24. The reason for dividing the target audience into these two groups is the major difference in lifestyles found in our research.

IV. What do we know about the target consumer?

Teenagers:

This group spends an average of 4 hours per week shopping and socializing at the mall, making 40% more trips to the mall than other shoppers. The teenagers spend on average 32.5 hours per week in classrooms. They are very connected by their cell phones and the Internet. This group grew up exposed to adult images and messages through the media. This has led to their unabashedly sharing of very intimate details of their lives through such channels as MySpace. They have forgiving, “try-again” attitudes that come from playing video games that allow them “do-overs”. They grew up forgiving the behaviors of celebrities like Kobe Bryant, President Bill Clinton, and Martha Stewart. Teenagers like to support products that are connected to global social issues such as recycling and anti-aids movements.

Young adults:

This group likes to shop, but takes shorter, decisive trips when shopping at the mall. Young adults are only spending about 15 hours in a higher education classroom environment, if at all. Some young adults don't pursue higher education.

One thing that both of these groups have in common is their avid use of the Internet. They live in a world where the real and virtual meet. They use it in their own way, customizing their experiences, including their own schedule, their own music, their own news, their own designs, their friends, and most importantly doing this all on their own time. The Internet for this group is a place without limits and an endless pool of information on everything, especially entertainment and advice. The common threads that run through the diverse lives of the target audiences today are self-expression, community, and control. This campaign must be built around these characteristics.

** They like the fzzzzzzzzzz .O.O.OooooOoOOO,,,O >>> “tingle”

V. What is the main idea we need to communicate?

The main idea that we are going to communicate is that the Coca-Cola Classic brand is not something that represents a view of tradition that is mundane, dated, and stuck in its ways. Rather Coca-Cola needs to represent a new wave in tradition. People should no longer feel like tradition is separated by cultures, ethnicities, or geographic boundaries. Instead they should feel like they are a part of a whole, and have a desire to

bind themselves together through mutual respect. To do this Coca-Cola needs to help create insight into the traditions of many different cultures and educate people on how they are all basically formed on the same general principles. Coke can do this because Coke is universal. Coke represents a positive side of life. Coke represents happiness. Coke represents new tradition. Coke represents family. Coke represents community. Coke represents food. Coke is a clear conduit to represent “World Peace.”

Our message needs to broaden the image of culture to include personality, genetic heritage, and personal experiences by using an emotional appeal. This will influence behaviors on the basis of feelings rather than rational thought and therefore keeping them from making their decision based on tangible desires, such as the sugar content of the beverage. It should show our consumers that tradition is “cool”. The main idea we want to convey to the target audience is that they are a part of a global community within the United States, and that there can be unity within this country. Coke will be their inspiration to help them unite with others, unifying all cultures in the United States as “one” rather than many, in a way that the sport of soccer does.

VI. What is the best way of planting this idea?

We will utilize an IMC approach to achieve our goal. We will stray away from traditional advertising as our target audience is “the TiVo generation,” and is therefore not highly receptive to it. Coke will get a foot in the door in schools, not through the vending machine, but rather through educational materials and community involvement opportunities. The major initiatives will be in interactive and online broadcast advertising as well as point-of-sale, on-pack promotions, and outdoor marketing.

Based on our research, we have discovered that Coca-Cola is searching for a lead interactive agency for iCoke. This global interactive marketing campaign will focus on the flagship Coke brand with hopes to attract the 13-24 year old market via content, music, and mobile. The global portal for this initiative is iCoke.com. Following the official launch, this portal will provide links to iCoke websites all over the world such as Canada, Hong Kong, and China, which have already been developed, and are currently active.

Today there are many community sites with high quality interactive content. In order to distinguish iCoke.us from these sites, we suggest that with Coke's US domain they create an online community based on the theme, "i can make a difference." This will be a place where the target audience can come together as a united global community within the US with the overall objective of understanding one another, making a difference, and giving these teens a voice. In this youth group community, members will be able to educate one another, share success stories, and initiate moves towards making a difference both within their communities and across the country. It will provide them with opportunities to:

- Share questions comments and concerns on current events
- Share and upload music and videos
- Talk about sports
- Blog
- Redeem iCoke coins, which will create a loyalty marketing initiative
- Sign-up for pen pals via access codes provided by school faculty
- Attend live Q&A events with important national leaders

- Play games to earn iCoke coins
- Random facts about Coke and different cultures
- Guides to studying abroad as well as scholarship opportunities
- Share student success stories on youths who are making a difference in creating understanding between various cultures
- Under bottle caps consumers have the opportunity to win a free Coke or iCoke coins in different values
- Consumers will be able to collect their iCoke coins online towards the purchase of merchandise, enter contests, increase to VIP status, have the opportunity to collect so many points to have Coke donate a stated amount to the organization of your choice
- Coke should create science experiments that use Coca-Cola to distribute to school's as educational material
- Coke will donate Coke sponsored educational workbooks featuring online lessons accessed on iCoke.com to be apart of the curriculum in inner-city school test markets
- Along with these workbooks Coke will distribute iCoke.com book covers
- Place Coca-Cola Red Lounges in movie theaters and shopping malls.
- Provide access to the iCoke global portal in Coca-Cola Red Lounges, allowing patrons to look at all of the sites including the US domain
- Allow customers to use their iCoke coins to redeem prizes using current partnerships with companies like Blockbuster.
- Use search engine optimization for iCoke.com when people are searching

for Coke and related products.

- Develop cinema advertising using “preview teasers” that force the viewers to watch the rest of the video online at iCoke.com.
- Create a “cool” global online gaming community on iCoke.com.
- Using user-generated content, provide e-mails to iCoke coin collectors with current balance and special promotional offers.

VII. How do we know we're right?

Through extensive research of Coke's global marketing initiatives it is apparent that they are moving towards a global focus and message. iCoke is going to be Coke's hub and dominant marketing effort towards promoting the Coca-Cola Classic brand beverage to this 13-24 multicultural audience.