



Brief set by
Coca-Cola

In collaboration with
Jones Knowles Ritchie

Bring Gen Z into the world of Coca-Cola

Deadline

20 March 2024, 5pm GMT

The backstory

Coca-Cola. Name a more iconic brand?

They've grown from a single product to a global portfolio of beverages that are universally loved—by people of every generation, in every country around the world.

But to maintain this relevance and help elevate the brand for generations to come, it's imperative to authentically engage with GenZ. Compared to previous audiences, GenZ represents an opportunity to connect with an exciting, refreshing and creative perspective unlike any other.

What's the challenge?

Coke needs ideas — ones that build a bridge between their brands and GenZ. Your idea should focus on either Coca-Cola or Sprite as the core product, and showcase a clear way that you would build direct engagement between the GenZ audience and your chosen brand.

What this looks like is completely up to you. It could be an experience, a social campaign, an incubator or physical space, a creator-run marketplace or something else entirely. The only thing you **cannot** create is a new product.

Who are we talking to?

Gen Z across the world. You can choose to tap into a specific market, but if you choose to focus on a specific region you must consider how your idea might scale and reach global audiences.

Things to think about

Create 'Real Magic'

Whatever your idea, it must be human centric. The 'Real Magic' brand philosophy is rooted in the insight that magic lives in unexpected moments of connection that elevate the everyday into the extraordinary — when people get together and when what we share in common is greater than what sets us apart.

Tap into what matters

To build brand salience, you'll need to make sure your idea taps into what really matters for your audience. How can you connect and deliver something that helps Coca-Cola/ Sprite to feel in-tune with your audience in a long-lasting way?

Build on what's come before

Coca-Cola has a wealth of platforms, experiences and innovations already out there. Take Coca-Cola Creations for instance. This is Coke's platform to launch new flavours and packaging by leveraging the drop culture model. Or Coke Studio — the brand's disruptive global music platform that brings emerging artists together to create "Real Magic". If your concept relates to these platforms, remember that whatever you create should build on these existing ideas and not simply replicate.

The important stuff

It's up to you what form your idea takes, but your response should cover how you'll reach your audience, and an explanation of how your idea will go beyond just creating awareness to getting Gen Z to engage with Coca-Cola.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

Coca-Cola Creations

coca-cola.com/us/en/creations/thehub

Coke Studio

coca-cola.com/us/en/offerings/coke-studio