



Coca-Cola Company's noticed that nowadays consumers are more conscious about what they are consuming. With new chocolatey and refreshing ingredients with zero calories, Chocolate Diet Coke will fulfill customers' needs and wants. Eventually with all the things that Chocolate Diet Coke offers, it will add a little romance into our beloved consumers' life. The advertising campaign is aimed to attract Coca-Cola's loyal customers to try something new and also to attract new customers to love the Coca-Cola product. We will accomplish our goals by using social media platforms to build awareness and stable relationships with customers. By holding promotional events, giving out special offers and donating money to organizations, which promote diabetes research and awareness, customers will be interested in our product and be willing to try it. We strive to make Coca-Cola drinks become people's first choice when considering a beverage.

1. Creative Brief **2-4**

The use of creative brief in this campaign is to positioning the product. The purpose is to build awareness of Chocolate Diet Coke through different social media platforms and promotion events.

2. Customers Profile **5-6**

The purpose of customer's profile is to give clients an understanding of how a typical consumer looks like. The target audience is female from age 16 to 34 and based on VALS categories, we consider the target audience would be experiencers.

3. Advertising Magazine **7**

To visually appeal customers' interest using graphic design.

4. 30 Seconds Video Script **8-9**

The use of the video script is to make customers getting involved in the video story and believe that the product can satisfy their needs and wants.

5. Social Media **10-13**

In order to build customer relationship and awareness, we use mainly Twitter and Instagram to update the latest information and promote events.

6. Promotional Event **13-14**

Promotional events involve face-to-face communication between Chocolate Diet Coke and its target customers. We provide free Chocolate Diet Coke in creative ways and create many events to build awareness and get feedback from customers.

CREATIVE BRIEF



CURRENT SITUATION

Coca-Cola's overall soft drink sales have declined and current consumers in the drink industry are moving towards more healthy drinks like fresh juice and water. This is a great opportunity for Coca-Cola to come up with new, creative, and healthy soft drink.

CONSUMER PROBLEM

There is no awareness of Chocolate Diet Coke in the current market.

ADVERTISING OBJECTIVE

To create awareness of Chocolate Diet Coke to the current market and persuade 50 percent of total target customers to try Chocolate Diet Coke. Also, to change the image of Coca-Cola from a regular soft drink into a soft drink that makes your life more romantic because it is healthy, smooth, refreshing, energizing, uniquely chocolatey and most importantly, it is not fattening. It is specifically targeted to female aged 16-34 by introducing Chocolate Diet Coke as the soft drinks that will always be there for you whenever you need accompany.

MARKETING OBJECTIVE

Awareness of the new introduced Chocolate Diet Coke will be generated through a mixture of media including: television, print, and social media. We will give free Chocolate Diet Coke starting from large cities like New York, Boston, Chicago, Los Angeles, etc. By doing this, we aim to create brand awareness of Chocolate Diet Coke in the United State and gain 1 percent of market share of total US soft drink market.

BRAND STRATEGY POSITIONING

Coca-Cola embodies the idea of happiness through sharing Coke with friends and families. Meanwhile, Chocolate Diet Coke promotes happiness in a romantic way. Chocolate Diet Coke will give consumer a unique chocolate flavor drinking experience since it provides smooth, refreshing and energizing taste combine with diet and zero calories that will keep the consumers healthy.



TARGET AUDIENCE

Demographics: Women 16-34 years old, with an annual income of \$20,000 to \$80,000 with no children.

Psychographics: Educated, looking for happiness in a romantic way. Women who are early adopters and easily pumped up to try something new. Women who are concerned with the health of their body, both physically and mentally and in need to refresh their mind with refreshing drinks. Women who love chocolate, but don't want something fattening.

Relationships: We are seeking existing prospects and customers of Coca-Cola. These targets are the users, decision makers, and the buyer at the same time because they are millennials. Millennials don't have children so they are the ones who decide whatever they want to buy.

COMPETITION

Direct Competition:

The brands who also have large market shares:



pepsi Nestlé



Indirect Competition:

Sparkling and juice, juice drinks, sports drinks, water, and RTD (ready-to-drink) tea and coffee.



CREATIVE BRIEF



CREATIVE STRATEGY

Apart from Chocolate Diet Coke being a new product on the market, it is different from any existing soft drink available out there. Made from the old fashioned soda fountain, Chocolate Diet Coke will add a little romance to your life and leave you with unforgettable smooth chocolatey taste that will refresh and energize the rest of your day without making you gain any weight.

THE BRAND PROMISE

Coca-Cola Company's new product--Chocolate Diet Coke will provide consumer with healthier ingredients, smooth texture and at the same time keeping the old-fashioned exclusive taste. People who like both chocolate and Coke will be able to get their desire all in one.

MAIN IDEA TO COMMUNICATE

Some consumers are loyal to Coke products because of the general taste that Coke keeps. Our consumer problem is that prospects have an old mindset about unhealthy Coke soft drink, that it has happened before and that time is over. The main idea we will communicate is that the new Chocolate Diet Coke is a healthier choice with chocolate and soda combined together with a unique, refreshing, and energizing taste that will add a little romance to your day. This new ingredients will keep Coke lovers, and at the same time, attract new consumers.

CALL TO ACTION

Direct target consumers start purchasing Chocolate Diet Coke and share it with their friends and families.

NET IMPRESSIONS

Chocolate Diet Coke. Add a little romance to your life.

THE CONSUMER PROFILE



MEET WITH JESS



DEMOGRAPHICS

Age: 21
Gender: Female
Marital Status: Single
Ethnicity: Caucasian
Employment: Full-time College Student
Hometown: Boston, Ma
Current location: Indiana University
Financial Status: Dependent
Family Income: \$200,000
Education: Current college student for
BA in Journalism

PSYCHOGRAPHICS

Social media preference: Facebook, Snapchat, Twitter, Instagram
Favorite drinks: Coke, juice
Favorite foods: Chocolate, chips, dessert.
Favorite movies: Titanic, The Notebook, The Wedding Singer
Laptop: MacBook Pro
Hobbies: Graphic design, photography, reading books, workout, traveling

THE CONSUMER PROFILE



Jess takes seriously her schoolwork, and she also likes to meet with people from different backgrounds. She is involved in three campus clubs, and has done many community work with her campus clubs in the past few years because she loves helping people. Just like her father, she is a person who loves to try something new and she started to think about being a successful graphic designer for her rest of years. She really enjoys traveling and has been many countries so far such as Italy, France, Switzerland, Germany and United Kingdom. However, her favorite places are Paris and Switzerland, which are the heaven for Jess and there are famous dessert shops in Paris. Paris is known as romantic city in the world, and French are portrayed as very in love with culture, wine, food, art, etc. She is passionate about living in Paris for this reason. Jess gets financial support from her parents, and her family is middle-class without worrying about everyday spending. She also does several campus part-time jobs to earn extra money for her regular living expending. She does workout two times per week to keep her body in balance, so Jess will choose health foods and better off without calories. Her family is a big fan of Coca-Cola soft drinks, since she was little girl, her parents started to give her Coke when they had parties. She really misses the feeling of holding old-fashioned bottler.

Chocolate Diet Coke chooses her as target customer because Jess's lifestyle and her social experiences. She loves socializing with people and is an expert on social Medias. Jess can share her stories with Chocolate Diet Coke on social medias and evoke many people like Jess to purchase Chocolate Diet Coke because it is chocolate flavor, zero calories and tasty.

VALS CATEGORIES

Innovators Thinkers Believers Achievers Strivers **Experiencers** Makers

Experiencers want everything and always are first in of trend adoption. They love physical activity, see themselves as very sociable and believe that friends are extremely important.



Love at First Sip

You know it's the one for you
zero calories, chocolaty, refreshing

Diet
Coke
chocolate



Description

Female: young, energetic, dramatic

Video

Close up shot: The main character (female) is getting ready to a date. She put her mascara on.

Medium shot: She walks upstairs to the restaurant

Medium close up shot: the main character started to smile and talk

Pan: pan towards the opposite of the main character:
Chocolate Diet Coke

Logo of Chocolate Diet Coke and tagline: Add a little romance to your life.

Audio

Romantic soothing music

Romantic soothing music

Music continue playing as background

Female:

Hi babe

You must be very happy to see me right?

You know what, I feel fortunate to have you

You are energetic

Motivates me everyday

Sweet

Extremely healthy

Keep me away from gaining weight

And you are so chocolaty

Music continue

Narrator: Introducing the new Coke. Chocolate Diet Coke. Add a little romance to your life.

STORY BOARD



Close up shot: The main character (female) is getting ready to a date. She put her mascara on. Romantic soothing music as background sound.



Medium shot: She walks upstairs to the restaurant. Romantic soothing music continue as background sound.



Medium close up shot: the main character started to smile and talk. Music continue as background.



Pan: pan towards the opposite of the main character: Chocolate Diet Coke. Music continue as background.



Pan: pan towards the opposite of the main character: Chocolate Diet Coke. Music continue as background. Narrator started to talk.



Logo of Chocolate Diet Coke and tagline: Add a little romance to your life. Narrator continue talking.



THE OBJECTIVE

The campaign's objective is to get our targeted customers more involved with the new product- Chocolate Diet Coke. By using the two most effective social media platforms: Twitter and Instagram to post ads, pictures, event information and competitions, customers will be able to receive updated information about the product and follow among the social media accounts. After customers have easy access to the product information, and build enough awareness of the product, connections and relationships will be built with customers. Therefore, the product will attract larger customers and increase sales.

THE STRATEGY

The social media strategies are necessary for the success of a product. For Chocolate Diet Coke, three new updates on both Twitter and Instagram will be posted each week. Each social media platform will be used uniquely, and is only responsible for certain events. Posts will include easy links to the product page, event page, and the advertising campaign. Posts will also be shareable to encourage customers to like, tweet and join the event. Trust needs to be built between consumers and the brand by interacting with customers as much as possible. Using social media's power to spread the campaign and promotional event. Large amount of people will be informed.



TACTICS

TWITTER



Hashtags are used to help target customers when promoting events and competitions. For example: do PR for the “I love Chocolate Diet Coke” competition, ask people to participate in order to let Coca-Cola Company give donations to the diabetes associations. The hashtags make the topic stand out, and it is easier to catch readers’ attention. Special and creative hashtags will be made for specific events. Upgraded latest news or events on twitter will encourage people to join the events. Also, messages can be spread out when people retweet the information, this helps the Chocolate Diet Coke to build awareness. The goal for Twitter is to try giving every comment a positive feedback, and retweet people’s positive comments.



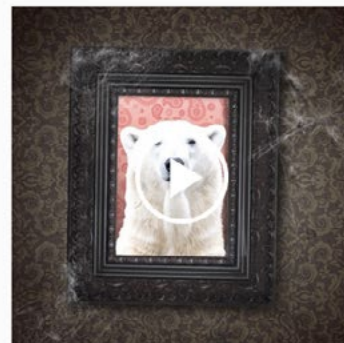
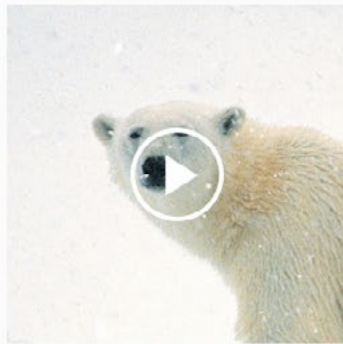
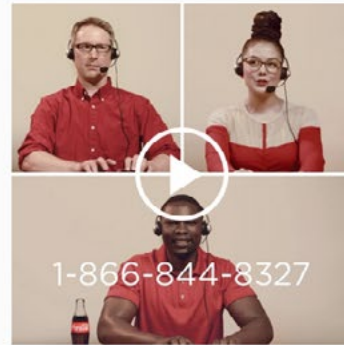
INSTAGRAM



cocacola FOLLOW

Coca-Cola Filtered photos. Unfiltered happiness. www.cocacola.com

462 posts 943k followers 697 following





Because **Instagram's** primary feature is to allow users to post high-resolution pictures, and be visually appealing to the customers. Chocolate Diet Coke will use the Airbnb Instagram and post their promotional events or news as a form of picture on their homepage. Therefore, after increasing the awareness, and receiving the newest information, customers will be active to participate. Three posts per week is the average number of posts that will be posted. The caption of pictures will include special offers or discount information in store. Because large numbers of Instagram users check their account frequently, Chocolate Diet Coke is aimed to gain at least 2.5K likes after using the tactics.

PROMOTIONAL EVENT

The Chocolate Diet Coke will be first introduced to mainly college students in large U.S. cities. Surveys and feedbacks will be measured to decide whether to produce the new flavor coke or not. Then, the proper promotion will be executed on February 1st, 2016. The main theme of this series will be "Add a Little Romance to Your Life". Promotional events will be held both in store and on social media.

- In order to introduce the Coca-Cola new flavor Chocolate Diet Coke to the market and collect feedbacks, a two-day long promotional event will be held on campus in the U.S. large cities, where has a high capacity of young adults. There will be two big vending machines decorated like two handsome guys wearing Coca-Cola red clothes. When pushing the button on the Coca-Cola guys' hand, a free Chocolate Diet Coke will be sent out through his arms. Also, there will be hidden gifts among major parks on campus. People can join the game to find surprising gifts with Chocolate Diet Cokes. After people try the free new flavor Chocolate Diet Coke, they need to choose whether they like it or dislike it. Answers will be collected to measure the product. If the Chocolate Diet Coke is liked by 65% of the college students, the following promotional events will be carried out.
- Coca-Cola Company will work together with Snapchat and produce a series of "Romance Chocolate Diet Coke" Snapchat filters. For each purchase of Chocolate Diet Coke, a filter will be given on the body of the Coca-Cola packaging. By using the Snapchat feature, Coca-Cola's customers' friends will be able to see the special "Romance Chocolate Diet Coke" filter as well. This experience will attract more and more customers; thus increase the awareness and market sale.

PROMOTIONAL EVENT



- Also, since Snapchat has a high engagement and being used largely among people, a 24-hour "I love Chocolate Diet Coke" video story competition will be held online. A Chocolate Diet Coke bottle will appear on the screen of the Times Square, New York City. With the growth of Snapchat video number; the Chocolate Diet Coke's drink level on the bottle will grow higher. If the Snapchat video number reaches 50,000, the Coca-Cola Company will donate \$50,000 to diabetes associations. If the video number reaches or goes over 100,000, the Coca-Cola Company will donate \$100,000 to the diabetes associations. Because of the growing Chocolate Diet Coke on the screen, people will be encouraged to buy the product and to participate the event. This event can help more diabetes patients to get better, at the same time, highlighting the diet, no sugar, no calories healthy chocolate drink. The top two best video makers will be selected, and win a trip to the Coca-Cola factory and be able to join the new season Chocolate Diet Coke packaging design process.
- Customers will gain in-store promotion when they buy one pack of Chocolate Diet Coke and 50% off coupon will be given to use on their next purchase.