

**COMPREHENSIVE EXAM:  
COCA-COLA  
CREATIVE BRIEF**

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## **COCA-COLA CREATIVE BRIEF:**

### **Who is the target audience?**

Millennials and Gen Z (18–40) who are all about protecting their peace. They value balance, authenticity, and self-awareness. They're not looking for another caffeine fix or sugar rush. They want something that helps them unwind, reset, and feel good from the inside out.

### **Where will this ad appear?**

The ad will appear in both out-of-home and online placements, including billboards near campuses, downtown districts, and other high-traffic areas; public transportation spaces such as bus stop shelters and inside subway cars; and across social media platforms like TikTok, Instagram, and X.

### **What is the goal?**

Introduce Coca-Cola's new CBD-infused drink and step into the wellness space with intention.

The goal is to make Coca-Cola part of the “protect your peace” conversation, turning the brand's idea of joy into something calmer and more mindful. A collaboration with a cultural voice who embodies ease and authenticity could help bring that message to life in a way people actually connect with.

### **What is the current perception?**

Coca-Cola is seen as a casual, feel-good drink. It is something people grab for comfort or nostalgia. It's enjoyed in the moment but not tied to intention, wellness, or productivity.

### **What is the desired perception?**

Coca-Cola becomes more than a guilty pleasure. It's the go-to drink for moments when you want to pause, reset, and feel good about drinking without regretting later.

### **Why do we need this ad?**

Millennials and Gen Z are prioritizing peace over pressure. They care about what they put in their bodies and what brands stand for. Coca-Cola has always been about joy, but this generation wants joy that sustains longer than a sip.

This campaign is about evolving that story, showing that Coca-Cola can still bring comfort, but now with intention. A partnership with the right cultural figure could make that message hit deeper, proving that even in chaos, you can still choose calm, and choose Coke.