

MY  
**COKE**  
BUDDY





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# Problem

According to recent trends and numerous studies, it has been found that the Gen-Z community isn't interested in, or simply put, doesn't want to drink Coke. Many youngsters see soda, especially Coke unhealthy. This might be due to the incident when the infamous Football legend Ronaldo removed two bottles of Coke from getting served and replaced them with water bottles. This, in a way, prompted people to drink water, instead of Coca-Cola. This might be one of the reasons why the Gen-Z community made up their mind not to drink Coke.



# Solution

**Indeed, Everything in great quantities is poison, even the most miraculous of medicines. Drinking Coca-cola in exceeding amounts can cause numerous health issues like diabetes and blood pressure, but drinking coke moderately in a while is sure to make it your favourite buddy.**

**1**

**Taste pretty good and feels good when shared**

**2**

**There is a benefit to drinking Coca Cola; it contains caffeine, which makes you more alert when you're stressed and can help you perform better and be more active.**







# Campaign Idea

## MY COKE BUDDY

We intend to create a **"My coke Buddy"** campaign by running an online contest where we ask the audience to post a creative video incorporating the **Coca-Cola bottle**.

- Create Online engagement
- Create awareness for Gen Z to increase sales
- Position Coca cola as a friend/companion for everybody







# Social Media

**Waze**



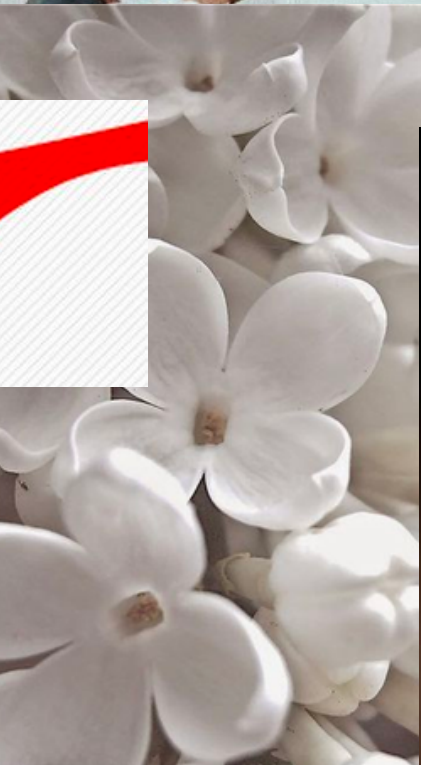
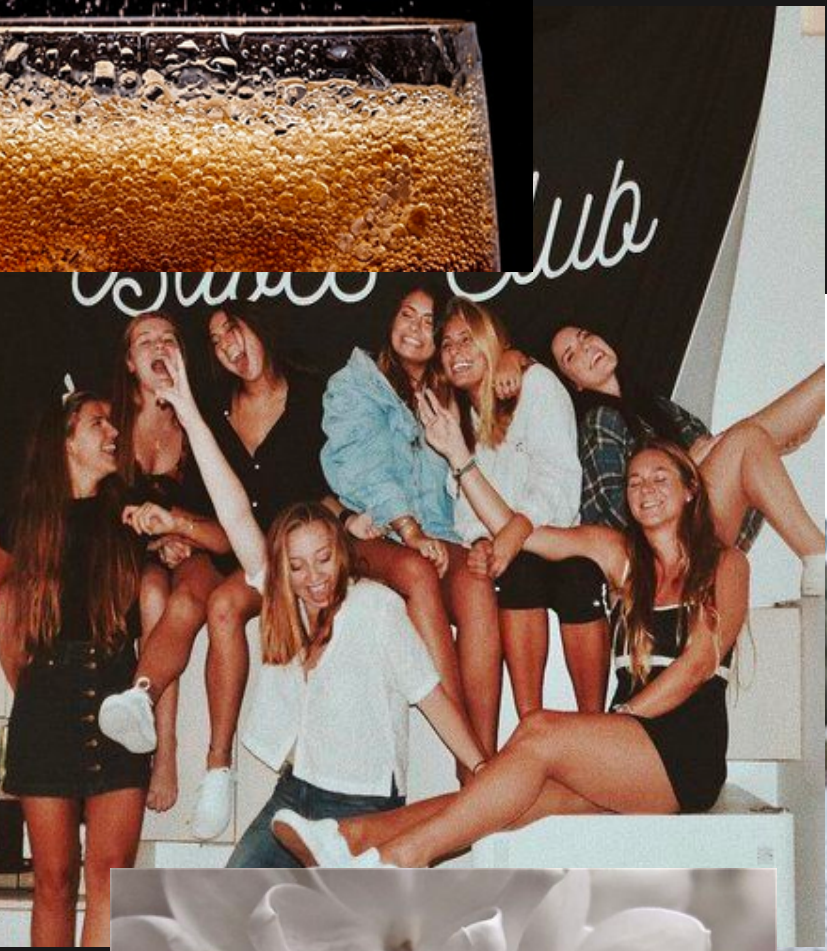
We will be implementing our **"My coke buddy"** campaign on various platforms such as **Instagram, Facebook and Youtube**. Simultaneously, we will be implementing this campaign on Waze. Waze is a travel-friendly app where drivers help each other improve each other's driving experience.

We want to position our brand **"Coke"** as a travel buddy for all the drivers who can enjoy a non-alcoholic beverage to accompany them during their travels.

Nowadays, the GenZ prefer travelling by car and also take up delivery/cab driver jobs during their studies and they will frequently be using this app. Hence, we are targeting this app specifically. Secondly, the supply of coke is very common at gas stations and this is how we can channel our drivers into buying Coke.

On the Waze app, we can display Ads in various forms such as videos, and photos and increase sales gradually.





**MOOD BOARD**





# Campaign Assets

1

VIDEO

2

IMAGE



MY  
COKE  
BUDDY





# Social Media Assets

**1**

**My Coke Buddy Video**

**2**

**My Coke Buddy Photo**

**3**

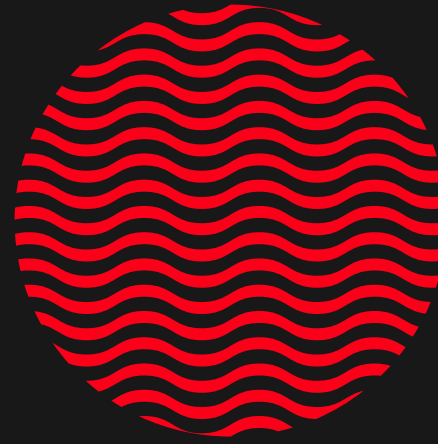
**Audience Video**

**4**

**Audience Video**







# Contact us

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# Thank You