

Taste the Feeling - new campaign for all Coca-Cola brands

Late last week, Coca-Cola's chief marketing officer, Marcos de Quinto, revealed a new 'One Brand' global marketing strategy that for the first time unites Coca-Cola, Coca-Cola Light/Diet Coca-Cola, Coca-Cola Zero, and Coca-Cola Life under the iconic brand positioning in one global creative campaign, *'Taste the Feeling'*.



"Every day, millions of people around the world reach for an ice cold Coca-Cola," said de Quinto. "The new 'One Brand' approach will share the equity across all the trademark products, reinforcing our commitment to offer consumers choice with more clarity. This is a powerful investment behind all products, showing how everyone can enjoy the specialness of an ice-cold Coca-Cola, with or without calories, with or without caffeine."

"More than ever, we recognise people want their drink in different ways, but whichever one they want, they want a brand with great taste and uplifting refreshment. Through the 'One Brand' strategy we will move away from multiple brand campaigns, to one single iconic brand campaign that celebrates both the product and the brand."

'Taste the Feeling' will roll out at various times across all markets globally in 2016 and will come to life through a number of elements, including:

- 10 television commercials
- 100+ campaign images
- new visual identity system
- new music anthem and audio signature
- shareable and customisable interactive digital experience

The creative campaign is anchored in the fundamentals of the brand - the Spencerian script, the red disc and the iconic glass bottle - but with a modern take, featuring authentic moments with the product at centre stage.

Creative TVC campaign from four agencies

The company gathered global creative minds from 10 different agencies to begin the development process and ultimately the following four produced the 10 TVCs created for the campaign: Mercado-McCann, Sra. Rushmore, Santo and Ogilvy & Mather New York. The spots give the viewer momentary but intimate glimpses into everyday stories, feelings and experiences that people share while enjoying an ice-cold Coca-Cola. At the close of each commercial, the family of trademark products unite as one, under the famous red Coca-Cola disc.

"The campaign creative was designed to celebrate the notion that the simple pleasure of drinking an ice-cold Coca-Cola makes any moment more special. The universal moments and storytelling depicted in the campaign were created to resonate with our consumers globally. The same images and television creative in Japan will also be seen in Italy, in Mexico and around the world," said Rodolfo Echeverria, VP, global creative, connections & digital, The Coca-Cola Company.

At the launch, five of the 10 spots will be released. The lead television spot, '*Anthem*' (Mercado-McCann) comes to life through a series of ordinary moments linked by a Coca-Cola, such as ice-skating with friends, a first date, a first kiss, and a first love. The spot will run in all markets in 2016.

The additional television commercials available for launch include:

- '*Under Pressure*' (Ogilvy & Mather) tells the story of every day "pressures" that we all face. The spot highlights the importance of taking time to pause, release tension, and enjoy the moment.
- '*Supermarket*' (Sra. Rushmore) tells the story of a young female cashier mesmerised by a handsome male consumer who pauses to enjoy an ice-cold Coca-Cola.
- '*What is a Coca-Cola For?*' (Sra. Rushmore), '*Professor*' (Sra. Rushmore), '*Arctic Summer*' (The Cyranos-McCann), '*Empty Bottle*' (Mercado-McCann) and '*Real Enjoyment*' (Mercado-McCann) will be released later in 2016.

New soundtracks underline theme

The soundtrack to '*Anthem*' is an original song created for the campaign and titled '*Taste the Feeling*'. Coca-Cola worked with Music Dealers to write and produce the song. In select markets, the song features the voice of newcomer Conrad Sewell. Sewell, a London-born, Australia-raised singer was featured in the breakout single '*Firestone*', which produced 300 million Spotify streams and 3 million-plus worldwide sales. The anthem includes a new audio signature, inspired by the sounds of the experience of enjoying a Coca-Cola - the pop of the cap, the fizz, and ultimately the sounds of enjoyment. The new audio signature will be used throughout the campaign.

'*Break Up*' (Santo) follows the journey of a young couple's romance from the first date and early feelings of excitement and love to an explosive break-up and ultimate reconciliation over an ice-cold Coca-Cola. The spot features a new song titled 'Made for You', by new artist Alexander Cardinale.

'*Brotherly Love*' (Santo) captures the universal story of love and conflict between family, highlighting the unique and challenging relationship experienced between two brothers. When the younger brother finds himself without his ice-cold Coca-Cola, his big brother comes to the rescue. The spot features a new version of the hit song '*Hey Brother*', by renowned songwriter and producer Avicii.

Following a partnership that started in 2014, Coca-Cola has also tapped Avicii to produce a remixed version of the '*Taste the Feeling*' campaign anthem, featuring Conrad Sewell, which he will produce versions of for the UEFA EURO 2016 and the Rio 2016 Olympic Games campaigns.

Fashion photography

The new campaign features 100+ campaign images, shot by fashion photographers Guy Aroch and Nacho Ricci, capturing

people from around the world enjoying ice-cold Coca-Cola in a variety of everyday moments. The new campaign imagery will be used in print advertising, out of home billboards, in-store as well as digital media.

The shareable and customisable interactive digital experience is made up of different GIF scenes that reflect feelings associated with drinking Coca-Cola, set to the '*Taste the Feeling*' anthem. The experience allows users to pull a GIF scene directly from the microsite, personalise the scene with real-time feelings and share it on social platforms with #TasteTheFeeling.

For more information, go to www.coca-colacompany.com/tastethefeeling.

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