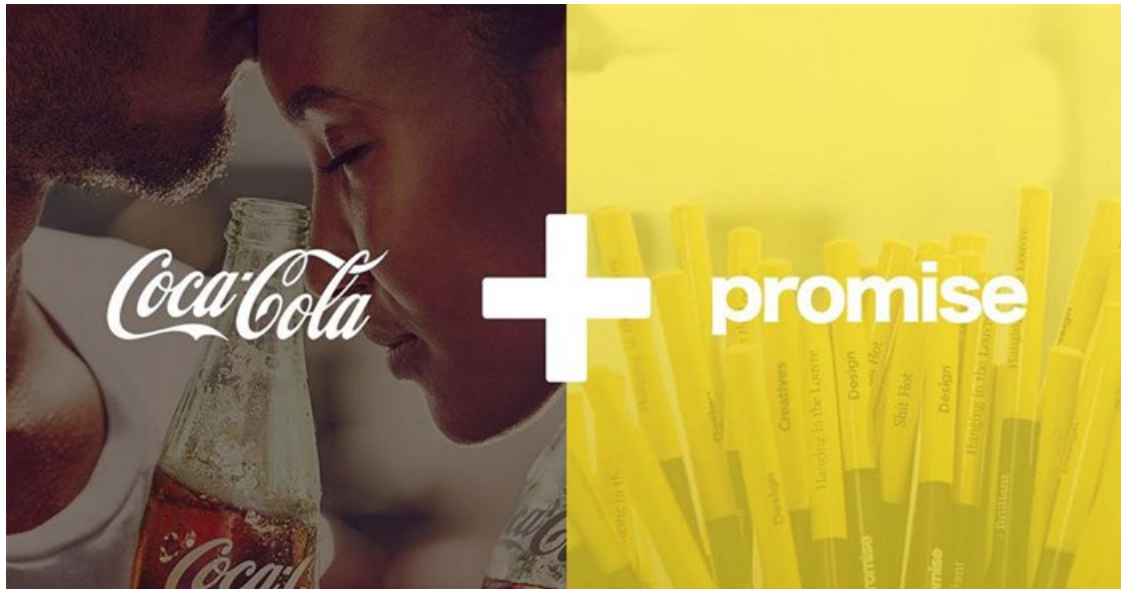


Coca-Cola appoints Promise to launch Creations across Africa

Issued by [Promise](#)

8 Mar 2023

After a competitive multi-agency pitch, Promise has been appointed by Coca-Cola to launch their global platform, Creations, in various African markets.



The agency is responsible for launching the Coca-Cola Creations global platform in Africa, targeting Gen Z's and Gen Alpha's with an only-Coke-can-do experience, for future brand meaning & growth.

Thus far, the agency has conceptualised and executed the launch of Coca-Cola Creations in Egypt and Morocco, through the Coca-Cola Creations innovation "Ultimate" - a unique flavour and collaboration targeting the world of gaming through the global partnership with League Of Legends & Riot Games.

James Moffatt, CEO at Promise, notes: "This was an exceptionally exciting brief. Our creative and strategy teams all demanded to work on it. So our ECD and CD had full hands steering and reviewing the work, as ideation and thinking was so expansive. Having previously worked with Senior Director - Coca-Cola Category, Silke Bucker, everyone knew we would be expected to expand to magic and distil to objectives. We were so delighted when we learnt our pitch had met these objectives".

Silke Bucker, Senior Director Coca-Cola Category Africa at The Coca-Cola Company, comments: "Promise is one of the best and most integrated agencies I have worked with in my career. Not only do they have the awards to prove this, but also some of the best clients on their roster. I believe their power sits in the fact that they are digital first – this allows their ideas to disrupt and drive talkability without breaking the bank. The team who awarded the pitch was extremely impressed by their strategic thinking, ability to simplify and so deliver more scale. We are excited to be working with them on this project."

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