



CREATIVE BRIEF

Project Overview

Coca-Cola has been the market leader in soft drinks for decades, maintaining its position as the world's most valuable soda brand with a market cap of \$298.58 billion as of March 18, 2025 (Investopedia, 2025). While Coca-Cola remains a trusted and iconic brand, audiences are growing increasingly more health-conscious and looking for alternatives (Firebelly Marketing, 2025). The brand is perceived as classic and delicious but ultimately unhealthy, with Gen Z and Millennials feeling less connected due to changing preferences and a stronger focus on wellness.

Gen Z's interest in healthier choices can also be seen in their preference for Diet Coke over regular Coke, with many citing it as their favorite drink. The desired perception of this campaign is to show that Coca-Cola, while not traditionally "healthy," can align with wellness trends through the launch of CBD-infused Coca-Cola. This approach leverages the brand's established trust while appealing to younger, experimental audiences.

The Problem / Current Perception

Currently, Coca-Cola is seen as a classic and aesthetic but unhealthy beverage. The campaign aims to reposition the brand as approachable for health-conscious consumers, offering a relaxing, enjoyable experience through CBD-infused products that can complement their healthy night routines and even their "sleepy mocktails" (Better Homes & Gardens, 2025).

Target Audience

Primary: Health-conscious Gen Z and Millennials (ages 18–40) seeking relaxation, wellness-oriented experiences, and innovative ways to enjoy classic beverages. These audiences are open to trying new flavors, enjoy aesthetic and social media-friendly experiences, and invest in self-care rituals like night routines.

Research highlights:

- 44% of Gen Z and 36% of Millennials who use CBD prioritize anxiety and stress management (PRWeb, 2025).
- Sleep improvement is a priority for 18–30% across generations (PRWeb, 2025).
- 30% of Gen Z spend over \$100 monthly on wellness/CBD, while 65% of Baby Boomers spend under \$50 (PRWeb, 2025).
- CBD users report an average effectiveness rating of 7.1/10 for overall well-being, stress management, and sleep quality (PRWeb, 2025).

Coca-Cola’s affordability compared with newer wellness brands like Poppi positions it as a trusted, cost-effective choice with a fresh, health-focused twist.

Media Channels & Placement

- Social platforms: TikTok, Instagram Reels, X, YouTube Shorts, with a focus on mocktail recipes, taste tests, influencer campaigns.
- Health and wellness podcasts: to announce the product launch and reach niche wellness audiences.
- OOH: Billboards, bus shelters, and street posters in major cities (LA, NYC), targeting neighborhoods with high concentrations of Gen Z and Millennials, near wellness studios, CBD retailers, and lifestyle venues.

- Digital: Ads on trend-forward lifestyle outlets like Cosmopolitan and People, as well as high-engagement CBD-focused websites.

Campaign Goals

- Reconnect Gen Z and Millennials with Coca-Cola through the new CBD-infused beverage.
- Rebrand Coca-Cola as a responsive, wellness-aligned brand that adapts to evolving consumer preferences.
- Highlight CBD Coca-Cola as a relaxing, socially shareable product that complements cozy night routines (PRWeb, 2025).

Launch Date: August 8, 2026 → National CBD Day

Tagline / Concept: Choose **Better Dreams**.

The tagline highlights CBD Coca-Cola's role in promoting better sleep, positioning a classic soda in a new, nighttime-friendly context that captures the audience's attention.