Creative Brief

Client: Coca-Cola

Project: Coke Zero Spring 2013 Campaign - Australia

Prepared by: Caitlin Sipe

Olivia Butler

Rubina Carlson

Morgan Griffin

Cassandra Martin

Advertising Agency Task

Develop a creative platform which reinforces Coke Zero's image as the preferred low calorie non-alcoholic product for the sophisticated consumer. Coke Zero is a sugar-free product, and a healthier option when compared its competitors.

Creative applications need to be tailored to their situation to engage directly with the target market.

The following creative executions are required:

- 2 x 30-second TV commercials
- 1 x 90-second film for YouTube upload
- Promotional displays for bars/clubs in metropolitan areas across Australia
- POS displays near check-out areas in supermarkets in metropolitan areas across Australia
- T-shirts for promotional teams working across the nominated bars/clubs/supermarkets
- Digital advertising (i.e. animated banners)
- Facebook App that will be used on Coke Zero Facebook page

Background

Coca-Cola is an international conglomerate established in Atlanta, USA in the 1880s. Since its creation, Coca-Cola has been widely recognised for providing refreshing carbonated beverages to consumers across the world. It has cultivated its brand image throughout the past century, providing different variations of its soft drink such as Coke, Vanilla Coke, Diet Coke and its recent super performer, Coke Zero.

The product Coke Zero was introduced in 2006, as a 'zero calorie beverage'. Coke Zero has seen great success, this year being hailed as the company's 'hero' product (Coca-Cola Press Release, 2013).

Overview

The role of this campaign for Coca-Cola Zero is to reinforce their position in the market as a low-calorie alternative to other cola beverages. Coke Zero are attempting to recover sales as the market has somewhat declined. Coke Zero is expected to be the hero product for Coca-Cola for 2013. This campaign will serve as reminder campaign.

This campaign will attempt to influence consumer's affective choices, i.e. decisions made primarily on feelings. Surrogate indicators to be used include: packaging, colour and the Coca-Cola brand.

Brand Image & Positioning

The Coke Zero brand is currently positioned as high quality, affordable, zero calorie cola. Being a product under the Coca-Cola brand, Coke Zero is automatically assumed to be a trustworthy product. Immense brand awareness and brand loyalty has been established through previous campaigns.

To understand the current attitudes towards Coke Zero the brand attributes and benefits must be looked at in terms of the customer's perceptions (thoughts and feelings). Coke Zero's attributes include: affordability, attractive and bold packaging, multiple packaging options (multi, can, bottle) and the memorable black, red and white colours.

The benefits and current attitudes of Coke Zero fit into three categories: functional needs, symbolic needs, and experiential needs.

- Functional: Consumers view Coke Zero as easy to obtain (convenience / price) and a healthier alternative. This fulfils their psychological need for thirst as well as health benefits (compared to other sodas). Though concerns of aspartame and its side effects do arise the younger side of the target population seems less concerned and tends to see only the benefits.
- Symbolic: Consumers view Coke Zero as a trendy and socially acceptable drink, and gain a sense of belonging when drinking Coke Zero, thus gaining social acceptance.
- Experiential: Consumers are overall impressed by the taste and desire Coke
 Zero over competitors due to this. Coke Zero is seen as more enjoyable and
 less ordinary then water.

Coke Zero's overall brand image is that of a positive one: accessible, obtainable, fulfils consumers needs (thirst), and socially acceptable. Though with the growing health-organic and natural movement issues about aspartame and fake sugar do arise. Some consumers consider Coke Zero to be a health hazard and research is being done on the sweetener being linked to cancer.

Competitors

The soft drink market is very competitive there are many different brands and more recently there has been an influx of diet, low sugar and low carbohydrate varieties on the market. All products in the non-alcoholic beverages sector, including other soft drinks, mineral waters, juices, flavoured milks, iced teas, energy drinks, sports drinks, should be considered as competitors.

Competing brands in the soft drink market include PepsiCo, Cadbury/Schweppes, Woodroofe and home brands.

It is difficult for consumers to differentiate the products and they are often purchased on a convenience basis, or by whichever product the consumer buys on a regular basis out of habit. Coke Zero relies heavily on consumer brand loyalty and maintaining 'top-of-mind' position to maximise sales.

Coke Zero's direct competitors are low calorie cola beverages, which include Diet Coke, Pepsi Max, and the recently introduced Pepsi Next. The key threat to Coke Zero's current position as a 'zero sugar alternative' is Pepsi Next, which has been positioned as low in sugar with natural sweetener (stevia).

Those health-conscious consumers potentially could choose this natural alternative, if they perceive it to be the healthier option of the two. There is little differentiation between Pepsi Max and Coke Zero: both are zero sugar colas and use artificial sweeteners like aspartame or saccharine.

Target Audience

Coke Zero's target audience consists health conscious individuals aged between 18-25. With reference to the VALS framework, Maslow's Hierarchy of Needs, AIO profiles and Roy Morgan Value Segments, we have developed the below personas which explain the target audience from a psychographic perspective.

Meet Jack. He's 16-25, single, carefree and recently moved out from home. He spends his weekdays studying, weeknights working, weekends with friends more so than family. He's always online, checking his Facebook feed a few times a day. He cares what his mates think, but he's also health-conscious. He wants to be the trend-setter, focusing on the flashy aspects of his life.

Meet Jen. She's 16-25, in a relationship and lives with friends in a share house. She spends her weekdays working, weeknights at the gym and heads to house parties most weekends. She's always online, checking her Facebook feed, posting 'selfies' to Instagram and Pinning as often as she can. She's wants her friends to perceive her as 'sophisticated'.

Campaign Objective

The objectives of this campaign are as follows:

• reinforce Coke Zero's image as the low calorie, non-alcoholic beverage of choice for

the young, sophisticated consumer

present Coke Zero as the healthier alternative when compared with Pepsi Next

increase sales by 50% during the period September 2013 - February 2014

Coke Zero needs to continue to build brand awareness through brand recognition and brand

recall.

The campaign should also address the perceived benefits and disadvantages of using

'natural sweeteners' to produce soft drinks. Ultimately, this should present Coke Zero as the

preferred product from a health standpoint when compared to Pepsi Next.

It is critical that the campaign address the social needs of the target audience. The

campaign must appeal to those interested in their public image.

The advertising campaign must also further promote an association with a healthy and active

lifestyle.

The overall marketing strategy for Coke Zero is to create a strong brand image. A brand

image strategy focuses on the development of an image or identity through advertising for

the brand which consumers can relate to (Chitty et al. 2012). This approach is critical as

there is little differentiation between the actual product features of Coke Zero and its direct

competitors.

Key Messages

The key message that must be communicated throughout the campaign is:

Coke Zero is a sugar-free product, and therefore a healthier soft drink option.

It is also important that Coke Zero's brand image continues to be associated with such

attitudes as: easy-going, chance-taking, life-loving. The campaign must also promote a

healthier product image for Coke Zero.

The call to actions are to purchase the product, to view the full 90 second film on YouTube

and direct consumers to interact with the Facebook App.

Assignment #2: Creative Brief

7

Tone

The tone of voice to be used across the campaign needs to be casual and approachable.

There should be speaking to the target audience on the same level, and ideally use the

language they would to describe the benefits of the product Coke Zero.

Supporting Rationale

Credibility and believability is key in having the audience understand, accept, and support

the proposition. The main product and brand features that support this proposition are that

Coke is a well-known, well trusted, and well-established company. Coke is one of the

highest selling soda company's in the world, thus creating the main credibility for Coke Zero.

People associate Coke Zero as being trustworthy and credible primarily because it is a

product made by Coca-Cola.

Media Used

The following types of media have been selected to ensure that the demographic will be

exposed to the campaign multiple times.

• 2 x 30-second TV commercials across free-to-air stations

1 x 90-second film for YouTube upload

Promotional displays for bars/clubs in metropolitan areas across Australia

• POS displays near check-out areas in supermarkets in metropolitan areas across

Australia

T-shirts for promotional teams working across the nominated

bars/clubs/supermarkets

Press advertising - in street newspapers (e.g. Rip It Up)

• 2 x 30-second radio ad on stations that would attract the target audience (e.g. Nova,

Fresh FM)

• Digital advertising (i.e. animated banners)

Facebook app that will be used on Coke Zero Facebook page

Assignment #2: Creative Brief

8

Previous Campaigns

Previous Coke Zero campaigns have used mass marketing and guerrilla marketing methods effectively. Coke Zero floods the market with advertisements and exposure through sponsorship and well implemented advertising strategies.

When Coke Zero was first released in January 2006 the marketing concept 'The Zero Movement' (TZM), was implemented to create intrigue and build the brand personality. The slogan 'Real Taste, Zero Sugar' is the 'catch phrase' consumer's associate with Coke Zero. The slogan is used in every marketing campaign for Coke Zero, as it is a key identifier of the product (Coca Cola South Pacific PR Company 2007).

Advertisements earlier this year focused more on the social aspect of consuming Coke Zero. This was established throughout the Just Add Zero campaign, and included images of consumers using the product in throughout a nightlife scene. Outdoor advertising and online advertising proved particularly effective in reaching the target market during this campaign.

The latest campaign conveys that Coke Zero tastes the same as regular Coke, in a guerrilla marketing campaign released early 2013 (Cruz 2013).

Draft Schedule

Creative Agency Briefing beginning July 2013

Creative Agency Presentation mid July 2013

Campaign Creative Finalised end July 2013

Campaign Rollout August 2013

Campaign Launch September 2013

Reference List

Coca Cola South Pacific PR Company, 2007, http://www.lib.uts.edu.au/gta/14154/coca-cola-zero-launch, last viewed 15th May 2013

Chitty, W., Barker, N., Valos, M., Shimp, T.A., (2012) 'Integrated Marketing Communications 3rd Edition', Cengage Learning, Victoria.

Kotler, Brown, Burton, Deans, Armstrong 2008. Marketing Eighth Edition, Pearson, Australia.

Cruz, X. Coca-Cola Takes over Airlines in Latest Guerrilla Campaign, 2013, http://www.creativeguerrillamarketing.com/guerrilla-marketing/coca-cola-takes-over-airlines-in-latest-guerrilla-campaign/, last viewed 15th May 2013