



## Client

Project Name	Breaking New Ground Campaign
Client Name	The Coca-Cola company
Brand	Diet Coke
Product	Diet Coke & new flavors

## Project | Purpose and opportunity

To redirect our audience and interest younger generations in our product.  
Introduce the new flavors of Diet Coke and the new style of can show what the style represents of our product.

## Objective | what does the project work to achieve?

People currently think that Diet Coke is for people who are dieting or for older generations because that was their original target audience from the beginning.  
We would like them to think that Diet Coke has great taste, whether or not it is a diet soda and represent that our new flavors are unique from other products in the soda industry while still having that classic Diet Coke taste.

## Target Audience | who are we trying to reach?

We are talking to younger generations. We want to target millennials in general. In more detail, we could target millennials who are not afraid to stand out. With more acceptance in cultural, ethnic, sexuality, style differences, we want to target those people who dare to be different. So both men and women from the age of 18-35.

## Attitude | style and tone

The brand's new personality will be fun, energetic and colorful. Youthful and quirky. Unique and diverse. Just "different" from what people think of when they think of 'Diet Coke'

## Message | what is the key idea to be remembered?

We would like our audience to think that Diet Coke is not just for older people, but for EVERYONE. We want to show that we are accepting of all different kinds of people and that our product gives life and energy to consumers. We want people to remember that Diet Coke is not just a plain old diet soda anymore, now it has unique flavors!

## Mandatories

Without changing the highly recognized brand logo, we would advertise the classic Diet Coke style but with more colors. I like the idea of displaying the new can style, because Diet Coke adapted to their target audience's preferences. The current tagline is "Because I can", but I think it should be something that not only represents independence, but being unique. I think what they are going for it to introduce the new style of can, but the phrase "Because I can" can be misconstrued as saying "its unhealthy, but I drink it anyway!"

"Add Some Flavor to Your Life" will directly introduce the new flavors to consumers.

