

The image features the iconic Coca-Cola script logo in white with a black outline, set against a vibrant red background. The logo is partially framed by a weathered, red-painted metal structure, likely a vending machine, with vertical bars and a horizontal bar visible. The background has a subtle horizontal ribbed texture. In the bottom left corner, a portion of a black tire is visible.

**Coca-Cola**®

**1928- 2028**  
**100 Years Worldwide**  
**Partners**  
**LA 2028**

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**THE  
ASK**

Art Direct a global campaign celebrating The Coca-Cola Company's 100<sup>th</sup> Year Sponsorship of the Olympic Games at the 2018 Los Angeles Games. Design and create a campaign that presents the company as a global brand (their whole brand portfolio), on a global platform, to a global audience. Use your visual prowess to deliver the visual story of 100 years of the Coca-Cola/Olympic sponsorship in an integrated campaign.

# THE LA GAMES



## THEME

Reinvent. Reimagine. Dream.

## CONCEPT

What we have. Not what we're going to build.

## VISION

Host a new Games for a new era, that benefits our communities and connect the Olympic and Paralympic movements to the future.

**01**  
**COCA-COLA**



To refresh the world. To inspire moments of optimism and happiness. To create value and make a difference.

**–The Coca-Cola Mission**

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# A FEW FACTS



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## GLOBAL REACH

Coke is one of the top 5 globally recognized brands with a brand value of \$80 billion.



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## CURRENT STATUS

The Coca-Cola Company is the world's largest beverage company offering over 500 sparkling and still brands and around 3,900 beverages.



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## UBIQUITOUS

Their influence is exponential, and studies document "Coke" being the 2nd most widely understood term globally after "okay".

# COKE & THE OLYMPICS



## 01

Coke first partnered with the Olympics at the 1928 Olympic Games in Amsterdam, and has supported every Olympic Games since.

## 02

They are the longest running sponsor for the Games.

## 03

The 2028 Olympics will be the 100th year anniversary of their partnership.

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# 02

## RESEARCH





# GENERATION ALPHA

Lots of artificial intelligence

**Generation Glass: raised as screenagers, interactive school desks, driverless cars, screens on wrists**

Accustomed to moving frequently and living in urban areas as opposed to suburban; their parents often change careers

**A more diverse and accepting generation; many different backgrounds**



**Due to tech taking over/making a lot of things easier, this group has a lot more time for self care and pursuing passion projects.**

The passion economy; growing trend of freelancing

**Will prefer the virtual world to the real world**

There will be a rise in creativity

# TECHNOLOGY

Technology will be video heavy

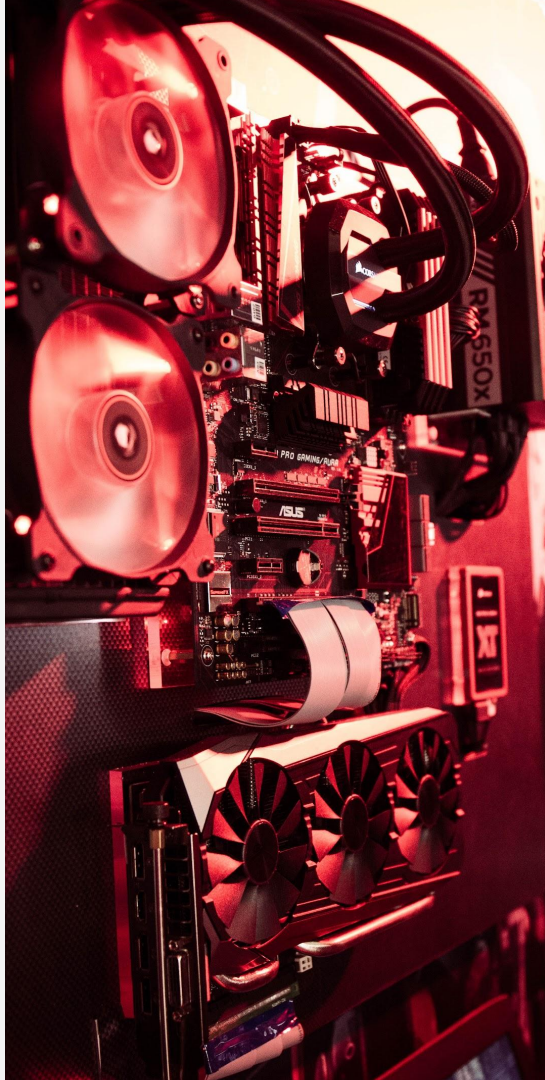
**Mainly mobile**

Data will become more political  
and tighten regulation

AR labels

More AR/VR

Virtual desktops/ offices may  
become obsolete



**Interacting with people via VR,  
virtually meeting with people**

Shoppable 3D world

**Cutting through the noise of  
technology (for brands) will be very  
difficult**

Voice-controlled gaming

**No more “screen time”; this will  
move to AR glasses or XR  
contact lenses**

AR customization

# MEGA TRENDS

**Multi Sensation: interactive experiences, tech, AR, VR**

Nostalgia: good memories fueling the desire to carry the past into the present (formative years)

**Naturality: desire for sustainable products, pronounceable ingredients**

Gamification: applying game dynamics to real world problems



**Catalyzation: brands accelerate customer's personal development**

Cyclicity: retro + nostalgia, generational, economic + seasonal, repetitive cycles

**Youthfulness: playful, people are not ready to grow up**

Lighthearted Altruism

# SOCIAL MEDIA

Algorithm and ad free platforms

More “real”: more you, less edited

Continued rise in social media  
communities

Videos will rise as the top form of  
content



Virtual reality worlds

Decrease of tools such as “likes” on  
social media

AR on social media will be used to  
enhance shopping experiences for  
consumers

Platforms with concepts like Vero and  
Horizon

**03**

**INSIGHTS + VALUES**



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# 94%

of the world's population recognizes the Coca-Cola logo.



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**01**

People want brands to connect them to other people.  
(Sprout Social)

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**02**

With increased amount of time for personal activities, consumers will spend free time seeking out experiences that align with their passions.  
(Trendhunter)

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**03**

Consumers want to connect with brands that inspire them and instill a sense of fun.  
(Gartner)





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04

TARGET AUDIENCE





## THE ASPIRING ATHLETE

Obsessed with everything related to their sport

Uses technology and social media to stay **connected all day, everyday**

Takes advantage of any opportunity they have to **attend athletic events**



## THE GO-GETTER

Not an athlete, but **concerned with physicality** and overall health/wellbeing

**Very ambitious** and career driven

Up to date on newest trends in technology



## THE TRAVELER

**Travel enthusiast**

Up to date on latest sports news

Doesn't like to be tied down in one location for too long

**Lives for the outdoors** and anything with a view

# GABRIELLA



## Physicality



## Travel



## Health Conscious



## Experience



- Gabriella is a 14 year old living in Los Angeles
- She's an only child and is very close with her family and friends
- She has moved around a lot, but she hopes to stay in LA for awhile
- She's a gymnast and follows the sport really closely
- If she's not at school, she's usually at gymnastics
- She's happiest at the gym practicing with her friends
- She's very competitive and works hard to achieve her goals
- Her mom drives her to school in a driverless car
- She lives in activewear
- She loves the adrenaline of gymnastics competitions





Gabriella wakes up, catches up on her texts, and heads out for a quick run, using her bluetooth headphones to listen to music and tracking her mileage on her Apple watch.



She eats breakfast while scrolling through Instagram on her phone.



Gabriella rides to school in a driverless Toyota, Facetimeing with her best friend on the way.



After school, Gabriella carpool to gymnastics with her teammates, listening to pump up music on Spotify on the way.



During her lunch period, she watches Instagram stories from her favorite athletes and catches up on homework.



She goes to the school store and grabs something to drink in between classes, catching up on her Snapchat streaks.



She watches YouTube videos with her friends while they hang out in free period.



After gymnastics, she video chats with group partners on a project so she can spend the rest of the night relaxing.



Gabrielle and her family Postmate salads for dinner. She texts her teammates all about practice while she waits for dinner.



Before heading to bed, she watches Netflix while scrolling through Instagram again.

# KEANU



- Goes to NYU and is **studying physical therapy**
- Goes to the gym 3 times a week, but is not an athlete
- Very progressive, Keanu will only use **sustainable products**
- He lives in an urban community in Bushwick, NYC
- He stays up to date on current events
- Keanu loves to play VR video games and spends multiple hours per week doing them
- He speaks with his family on Facebook Spaces
- Very interested in video games and VR on Oculus

## Physicality



## Travel



## Health Conscious



## Experience





Keanu wakes up early for his 8AM class at NYU, checks Instagram, and texts his friends



He goes to his first class, which is Anatomy, where he sits on Instagram while the lecture is going on



After class, he grabs a snack from a campus vending machine and kicks back with some friends before his second class. He is very social



When he's done with class for the day, he goes to the gym and jams out to Spotify. It is a stress reliever for him



Last minute, he was invited to go out with his friends.



He does some chemistry homework in the library, which consists of a lot of YouTube tutorials



He then goes to the dining hall where his friends show him all of their favorite viral meme videos



He comes back home and finishes up his homework



He relaxes by playing some VR video games with Oculus



He ends his night watching Instagram live with his favorite inspirational athlete and goes to bed soon after

# CLAYTON



## Physicality



## Travel



## Health Conscious



## Experience



- He is 28 years old and lives in Paris as a Sports Journalist
- He went to NYC on a sports scholarship and went on to do cross country biking for the international team.
- He likes to play a few different sports, but is mostly gravitated to the outdoor ones.
- Likes to treat himself to pro soccer games in South America every once in a while.
- On the weekends he competes in an international bike competitions across Europe.
- He is sponsored by GoPro and shoots 360 videos for of the places that he bikes and hikes to.
- He moves every 6 months so he can report the seasonal sports in other countries.





Clayton wakes up at 5am and goes out and bikes the Trocadéro Gardens to Bois de Boulogne trail that takes him by the Eiffel Tower.



He gets back to his studio apartment at 8am and checks his phone for the latest schedule of the soccer game he will be reporting on today.



He drinks a protein shake for breakfast while he watches his recommended videos on YouTube.



He bikes to the stadium that he will be reporting at for the online magazine that he contracts out for.



He starts a live stream on facebook for people to vote for the teams. He also makes shout outs for his sponsors during the video.



He makes a boomerang of him walking on the field and meeting some of the players and posts it on his instagram.



He has a quick break for lunch and walks to the local sandwich shop and talks with some of the other reporters to see what country they are going to next.



He finishes the game and enjoys a post game drink at the bar with his new reporter friends and makes plans to travel out of the city tomorrow.



He bikes home while listening to his favorite podcast. When he gets home he writes a daily update in his travel log.



As his day ends Clayton sends out a quick poll asking everyone where he should travel to before his next reporting gig.

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**05**

**BIG IDEA**





## SHARED VALUES

### PURPOSE

To refresh the world, inspire optimism and happiness, and make a difference.

**BRAND**

### DESIRES

To interact with brands in fun and uplifting ways, products that connect them with other people and options for every activity.

**CUSTOMER**

### PRODUCT

Over 3,900 refreshing, non-alcoholic beverages from over 500 brands.

## SHARED EXPERIENCE

### NEED

Easily accessible beverages that satisfy a variety of needs including milk or milk alternatives, juice, soda, water, and sports drinks.

## PURPOSE

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## SHARED VALUES

**ONE COKE,  
ONE  
DREAM**

**SHARED  
EXPERIENCE**

## DESIRES

To interact with brands in fun and uplifting ways, products that connect them with other people and options for every activity.

**CUSTOMER**

## NEED

Easily accessible beverages that satisfy a variety of needs including milk or milk alternatives, juice, soda, water, and sports drinks.



**fueling  
champions**

**refreshing our  
spirits**



A person is captured in the middle of a handstand on a city street. They are wearing a blue and red puffer jacket, light blue jeans, and white Adidas sneakers with blue stripes. The background is a blurred urban scene with trees showing autumn foliage, parked cars, and a building. The text 'inspiring passion' is overlaid on the left side of the image.

**inspiring  
passion**

**creating  
happiness**





**making the world  
a better place**

**Coca-Cola has  
always been there  
for us**





**as we've chased our  
dreams for over 100  
years**



A hiker wearing a grey jacket, black shorts, and a backpack stands on a rocky peak with arms raised in triumph. The background shows a vast valley with rolling hills, fields, and a small town under a cloudy sky. The text "showing us how much we can achieve" is overlaid on the left side of the image.

showing us how  
much we can  
achieve



**together, nothing is  
impossible**

The background of the image is a soft-focus bokeh effect. It consists of numerous out-of-focus circular light spots in warm tones, including shades of yellow, orange, and light pink, set against a muted, dusty blue background. The lights vary in size and brightness, creating a dreamy and ethereal atmosphere.

**together, we can  
reach for the stars**



A constant for 100 years, Coca-Cola inspires people across the world, helping them achieve their dreams, celebrating their successes, and creating a future full of better possibilities. Always aspiring to be greater, Coca-Cola leaves no one behind, lifting people up as they **reach for the stars.**

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06

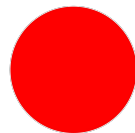
DESIGN STYLE

Coca-Cola

## LOGO



## ELEMENTS



## COLOR PALETTE



## OLYMPIC LOGO



## TYPOGRAPHY

# GOTHAM

Ultra Black Bold Medium Book Light Thin

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## COCA-COLA LOGO











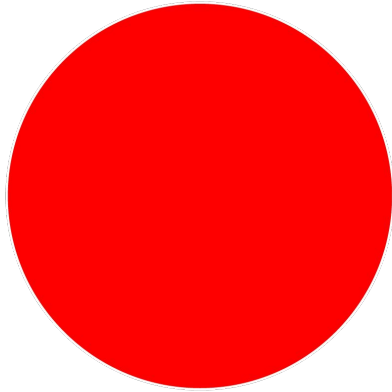




Both Coca-Cola and the Olympics connect people, cultures and countries across the entire globe. This is a **symbolization of the connectivity they bring.**



Instantly recognizable, the Coca-Cola  
**swoosh is an iconic part of their image.**



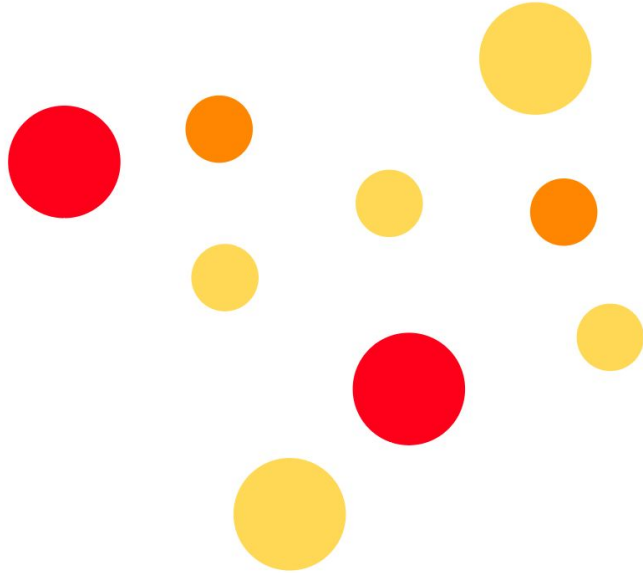
From the Coca-Cola bottle caps, to the Olympic rings, to the bubbles in a Coke, circles symbolize a lot of important aspects. Circles also represent **timelessness, like the timelessness of the partnership between Coca-Cola and the Olympics.**



Coca-Cola inspires people everywhere.

**Always looking to the future, Coca-Cola encourages everyone to reach for the stars.**

This is a symbolization of that message.



The bubbles tie together the Olympics and Coca-Cola. In addition to giving the **impression of the Olympic rings and the bubbles in a Coca-Cola beverage**, they are a perfect way to symbolize the celebration these Games represent.





Coca-Cola

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07

DELIVERABLES













LOS ANGELES 2028



*Coca-Cola*  
100 YEARS  
WORLDWIDE PARTNERS  
LOS ANGELES 2028

REACH FOR  
*Coca-Cola*  
100 YEARS  
WORLDWIDE PARTNERS  
THE STARS

*Coca-Cola*  
100 YEARS  
WORLDWIDE PARTNERS  
LOS ANGELES 2028



*Coca-Cola*

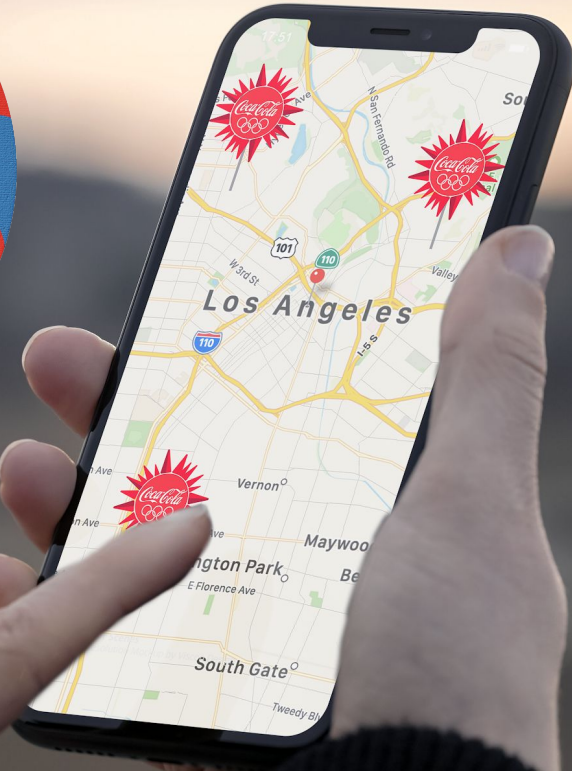
**100 YEARS**  
WORLDWIDE PARTNERS



**LOS ANGELES**  
**2028**







# QR Stickers

- Scan QR code → Pulls up an interactive map → Find discounted, free, and special edition Coca Cola products

OOH





*Coca-Cola*  
**100 YEARS**  
WORLDWIDE PARTNERS





Coca-Cola  
100 YEARS  
WORLDWIDE PARTNERS

The first billboard features a red background with a central circular logo containing the Coca-Cola script, '100 YEARS', and the Olympic rings. The background is decorated with abstract yellow and white geometric shapes.



REACH FOR THE  
STARS

The second billboard has a red background with the text 'REACH FOR THE STARS' in white. It features a large yellow sunburst graphic and is surrounded by colorful circles in blue, green, and black.



LOS ANGELES  
2028

The third billboard has a red background with the text 'LOS ANGELES 2028' in white. It features a large yellow sunburst graphic and is surrounded by colorful circles in blue, green, and black.



Coca-Cola  
100 YEARS  
WORLDWIDE PARTNERS

The fourth billboard has a red background with a large white bottle of Coca-Cola. The bottle is surrounded by colorful circles in blue, green, and black. A circular logo in the center contains the Coca-Cola script, '100 YEARS', and the Olympic rings.



*Coca-Cola*

**100 YEARS**  
WORLDWIDE PARTNERS



**LOS ANGELES 2028**



*Coca-Cola*  
100 YEARS  
WORLDWIDE PARTNERS  
Olympic rings logo

REACH FOR THE STARS  
LOS ANGELES 2028





*Coca-Cola*

100 YEARS  
WORLDWIDE PARTNERS



LOS ANGELES 2028



# REACH FOR THE STARS

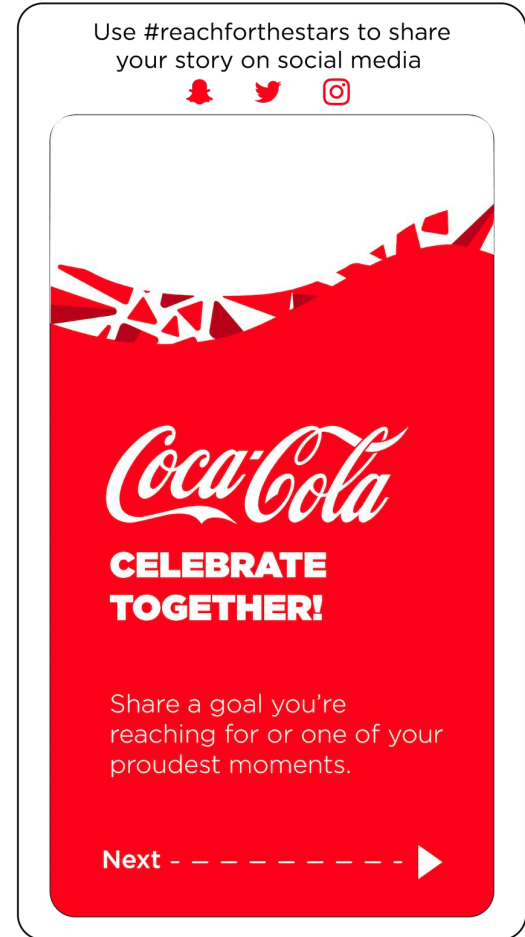
COCA-COLA HAS BEEN THERE FOR US, LET'S BE THERE FOR EACH OTHER TOO!

INTRODUCING A SPACE FOR US TO CELEBRATE AND SUPPORT EACH OTHER AS WE ALL REACH FOR THE STARS.



## HERE'S HOW IT WORKS

- 1.** At Coca-Cola's touch screen vending machines, customers will be asked if they would like to take a picture of themselves and share a goal that they are currently reaching for or an exciting milestone that they have reached.
- 2.** The screen will let people know how to share their message.
- 3.** If they want to share, they will receive a coupon to get their next vending machine Coke for free.
- 4.** Large screens on the front and sides of the vending machine will display an ongoing loop of the images and messages. The vending machines will also spotlight celebrities and athletes by sharing their messages along with everyone else's.







**SARAH, 16**

I just showed my paintings in my first art show :)



**JENNA, 19**

I want to complete a marathon by this time next year

Use #reachforthestars to share your story on social media



**BROOKE, 18**

I just graduated high school, and I'm going to my dream college this fall!!!!



**BEN, 19**

I want to be an actor or a jazz musician

**SOCIAL MEDIA**



⊙ ● ●
< >

Browse  
 Radio  
 YOUR LIBRARY  
 Recently Played  
 Songs  
 Albums  
 Artists  
 Stations  
 Local Files  
 Videos  
 Podcasts  
 PLAYLISTS  
 Reach for the St...

PLAYLIST  
**Reach for the Stars**  
 Motivational songs to inspire you while you reach for the stars!

PAUSE
⋮
FOLLOWERS
Download

	TITLE	ARTIST	ALBUM		
+	Better Off Without You (feat. Shift K3Y)	Becky Hill, Shift K3Y	Better Off Without...	a minute ago	3:19
+	With You	Kaskade, Meghan ...	With You	a minute ago	3:01
+	Holy Water	Galantis	Holy Water	a minute ago	2:57
+	Who's Got Your Love	Cheat Codes, Dani...	Who's Got Your Lo...	a minute ago	2:37
+	Sun In Our Eyes - Don Diablo Remix	MØ, Diplo, Don Di...	Sun In Our Eyes (D...	a minute ago	3:26
+	One Night	MK, Sonny Fodera, ...	One Night	a minute ago	2:42
+	Love No More	Loud Luxury, anders	Love No More	a minute ago	2:49
+	Roots	Valerie Broussard, ...	Roots	a minute ago	3:05

+ New Playlist

With You +  
Kaskade, Meghan Trainor

0:13 ⏮ ⏪ ⏸ ⏩ ⏭ 🔄 3:00









THANK YOU

