

Coke Light Brief

Who's our Audience?

We're talking to savvy, urban-minded consumers in their late 20's and early 30's. They're in a good phase, they're moving on up - career's important and beginning to pay, they're finally feeling independent, they have a zest for life and a real desire to make the most of what it has to offer them.

What's our Insight?

Although they desire to live a self fulfilled life, the voices in their head, the voices of insecurity and self doubt hold them back

What's the Core Brand Idea?

Coke Light delivers enhanced self-esteem so you can live life to the fullest

And the Core Creative Idea?

Don't be weighed down by the voices in your head, Live Life Light

What does the Core Idea Mean?

Coke Light wants you to ignore the voices, to cast them off, to live a life free of worry and insecurity, to be confident in your decisions and to act on your instincts. On this journey we will help consumers see there is a better way and show what that better life may be