Coke Zero Additional Line



The Problem

- Not many other flavors in the line
- Missed opportunites
- New Rebrand
- Popularity





PROPOSAL

- Hispanic flavored drinks
- Variety in Coke Zero line
- Limited Time







WHY THIS FITS



TARGET AUDIENCE

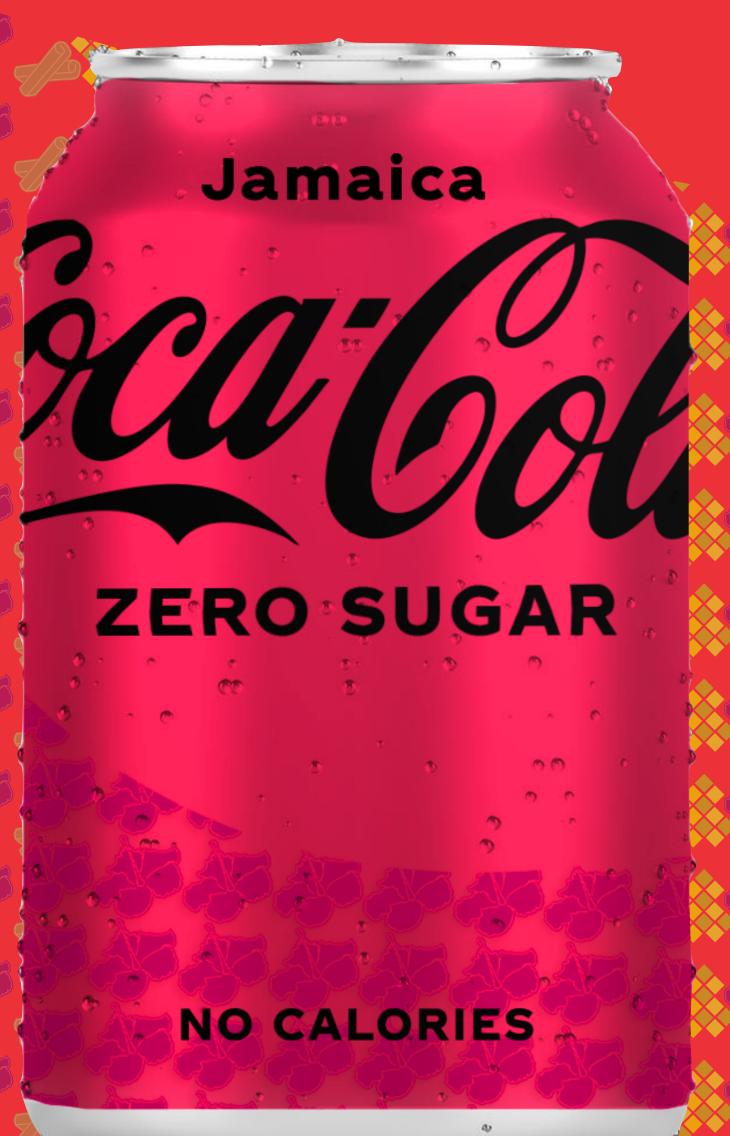
- Young Adults
- Hispanics
- Previous Coke Zero Fans



MOCKUPS



NO CALORIES NO





CAMPAIGN STRATEGY

- Hispanic Heritage Month
- Influencer Sponsorship
- Phrase
- Limited Edition Packaging

"Sabor Sin Azucar"



CLOSING

