



Coke Zero Additional Line



The Problem

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





PROPOSAL

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

Piña Colada

Coca-Cola®

ZERO SUGAR

Jamiaca

Coca-Cola®

ZERO SUGAR

Horchata

Coca-Cola®

ZERO SUGAR

WHY THIS FITS

- Inclusivity
- Maintaining Health
- Familiarity



TARGET AUDIENCE

- Young Adults
- Hispanics
- Previous Coke Zero Fans



MOCKUPS



CAMPAIGN STRATEGY

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

“Sabor Sin Azucar”



CLOSING

- A refreshing way to celebrate culture through zero-sugar flavor
- Expands brand diversity
- A refreshing way to celebrate culture through zero-sugar flavor