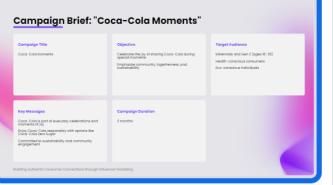
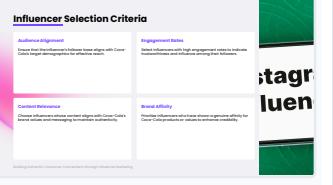




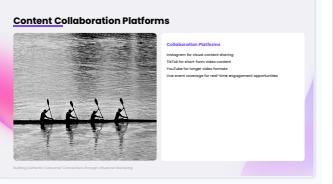
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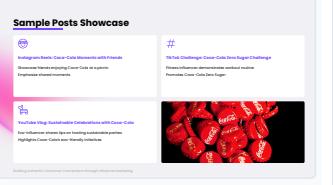
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5



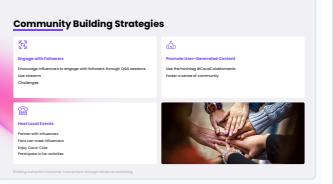
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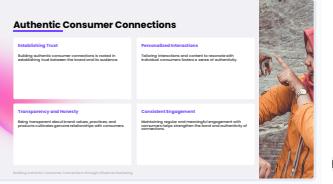
8



9



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# Campaign Brief: "Coca-Cola Moments"

## Campaign Title

Coca-Cola Moments

## Objective

Celebrate the joy of sharing Coca-Cola during special moments

Emphasize community, togetherness, and sustainability

## Target Audience

Millennials and Gen Z (ages 18-35)

Health-conscious consumers

Eco-conscious individuals

## Key Messages

Coca-Cola is part of everyday celebrations and moments of joy

Enjoy Coca-Cola responsibly with options like Coca-Cola Zero Sugar

Committed to sustainability and community engagement

## Campaign Duration

3 months

