

Andor S. Mate

Coca-Cola

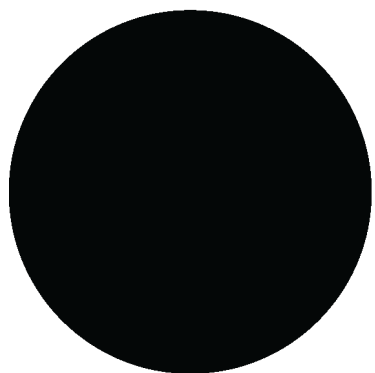
CONCEPT

Shapeshifting Coca Cola

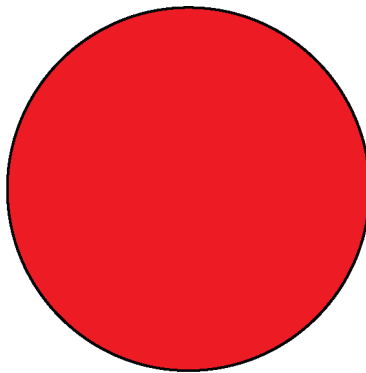
This video captures the essence of Coca-Cola and invites the audience to consider the many times that Coca-Cola has been a part of their lives. While referencing the qualities of the beverage, this concept also employs the iconic Coca-Cola branding, making it instantly recognizable to viewers. The use of various events such as art, sports, and social gatherings showcases the versatility of Coca-Cola by featuring the drink in different real-life contexts; viewers are reminded of how Coca-Cola has become an essential part of their lives and thereby the memories associated with the sweet drink. The use of a playful and cartoonish style evokes happy memories and associates Coca-Cola with positive experiences. Additionally, showing that the drink has different flavors and sugar options, viewers are reminded of the variety of Coca-Cola available.

In essence, the art showcased in this concept video signifies the profound impact of Coca-Cola on people's lives, as it elicits emotions, sparks memories, and reinforces the brand's role as a source of joy and connection. It celebrates the deep-rooted presence of Coca-Cola in popular culture and emphasizes its ability to bring people together, creating a sense of unity and shared experiences.

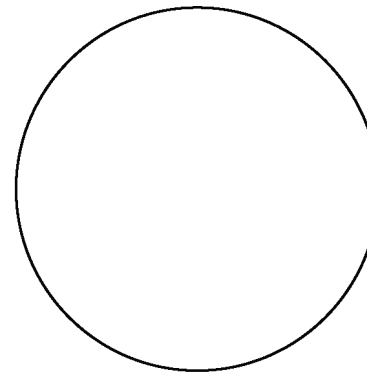
COLOR PALETTE



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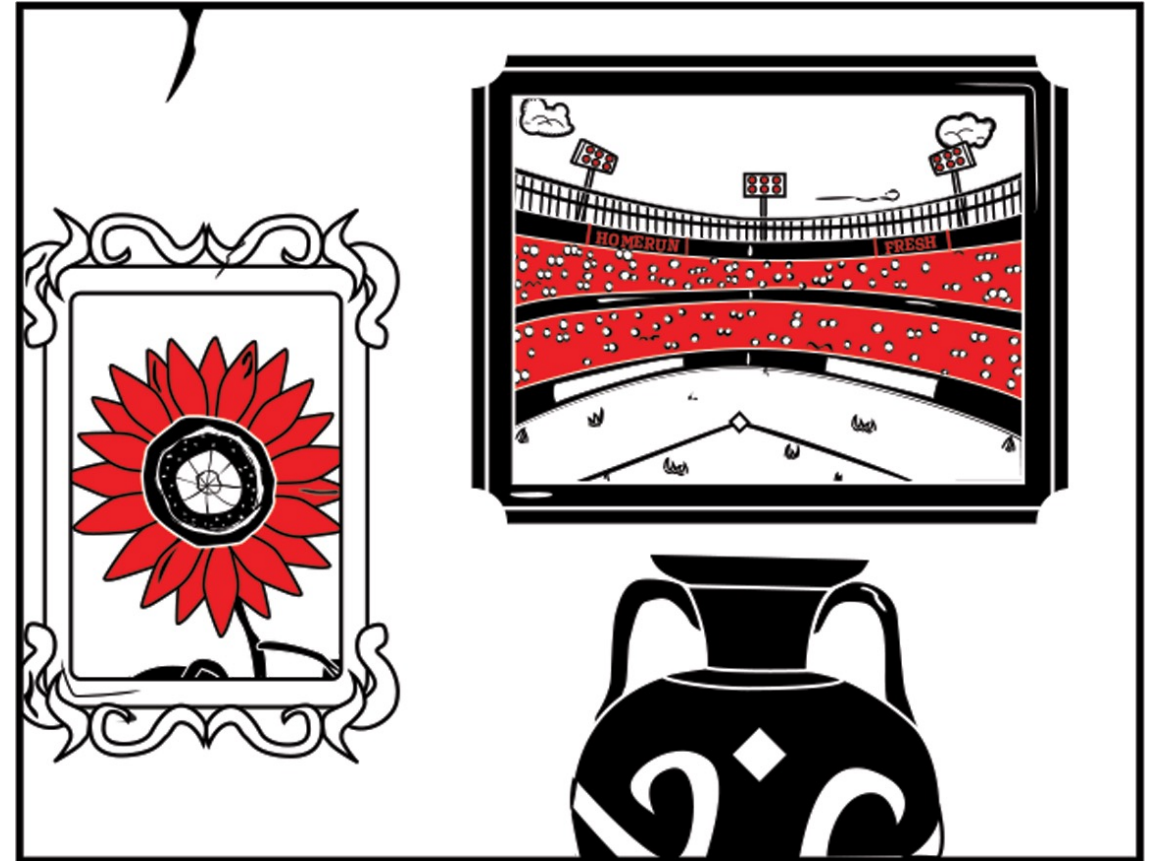
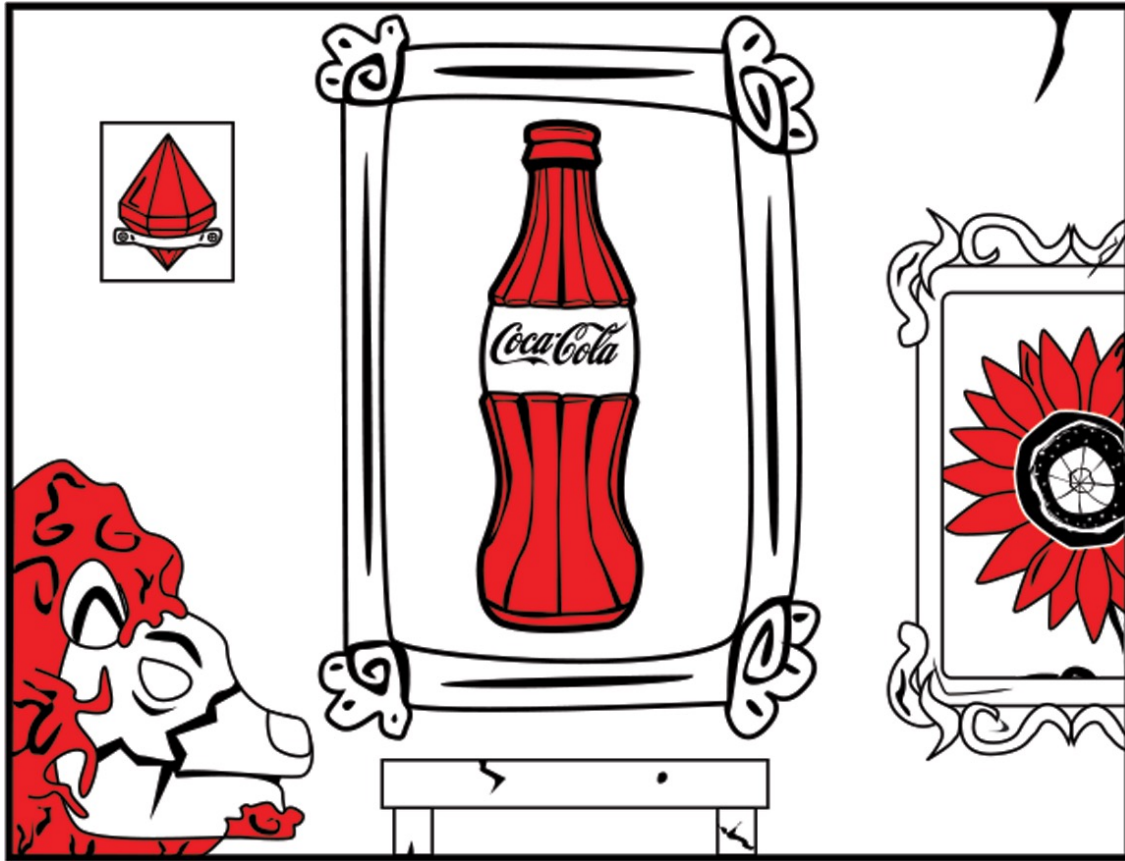


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STORYBOARD

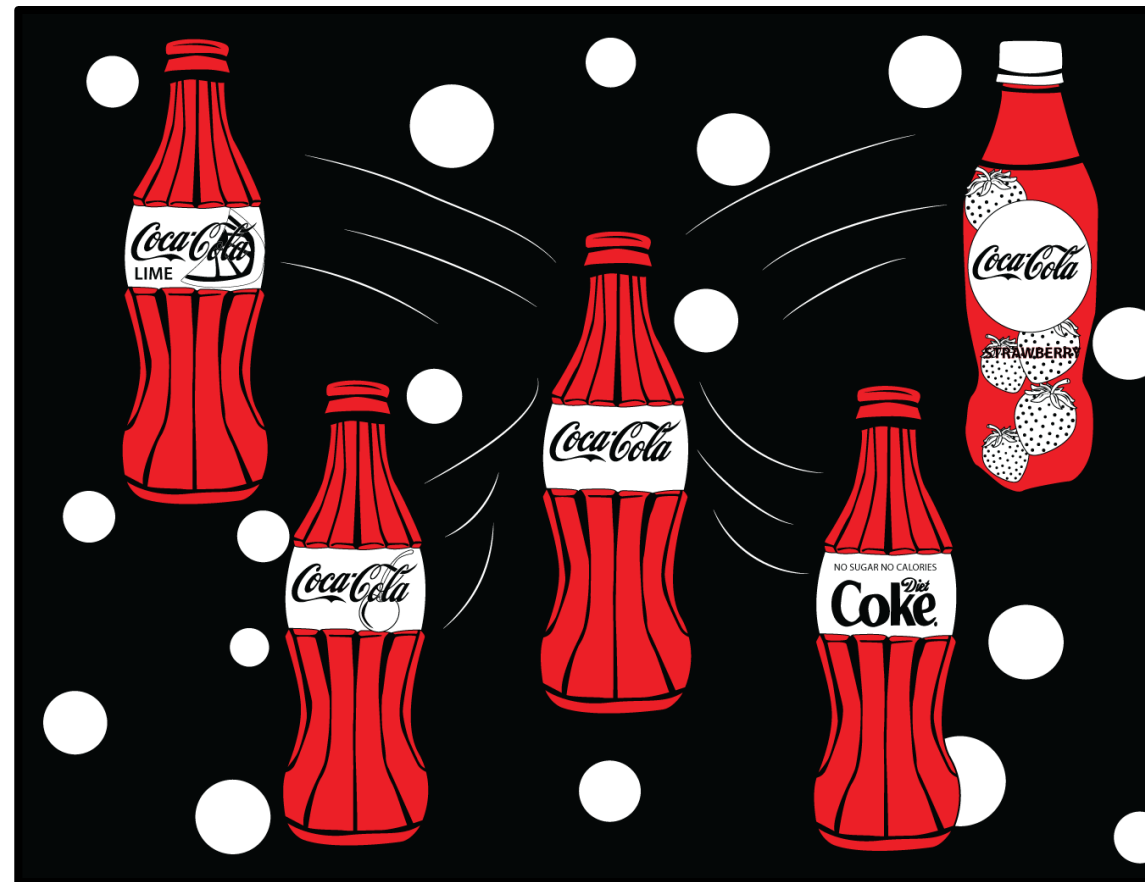
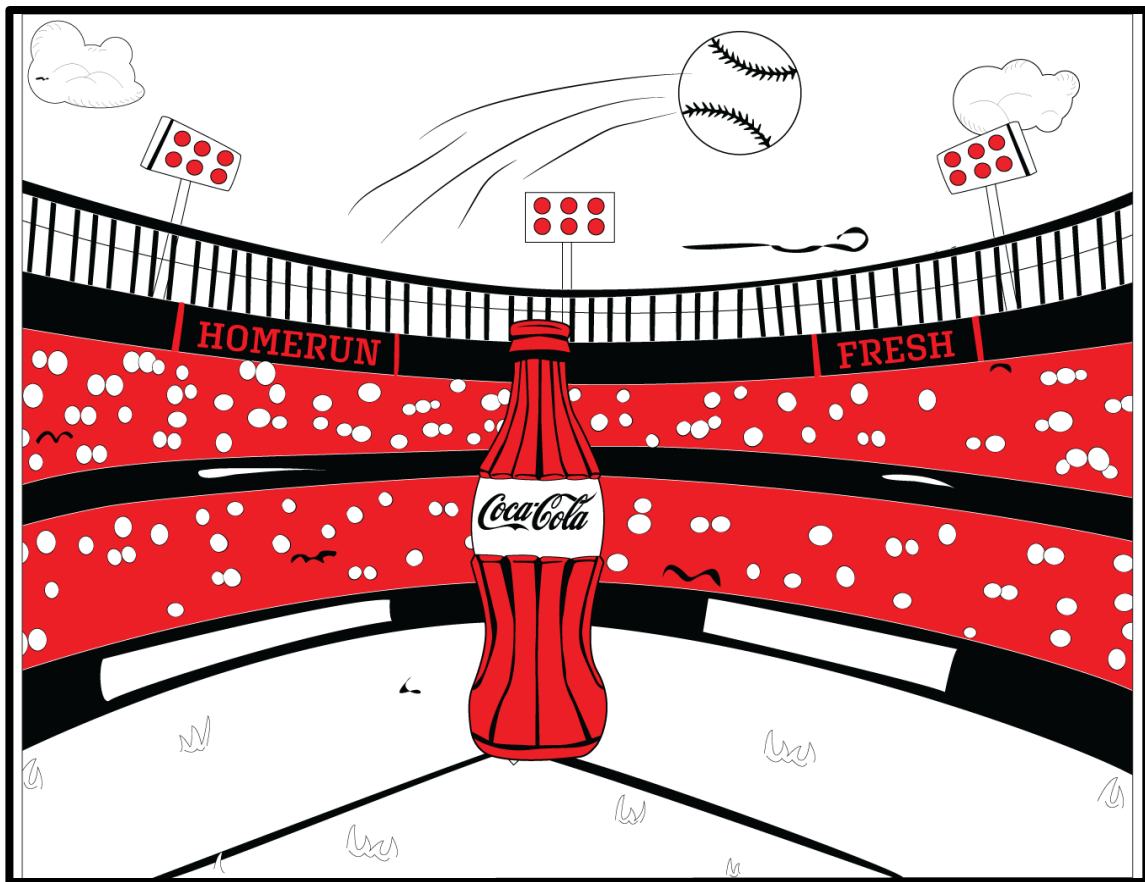
The storyboard aims to create a visually engaging video that showcases different aspects of Coca-Cola, from its artistic appeal to its presence in sports, global reach, refreshing qualities, and cultural significance. It leaves a lasting impression on viewers, reminding them of the positive qualities associated with the brand.

STORYBOARD 1&2



Starting with a frame of Coca-Cola in a museum emphasizes the idea that Coke is art, and it can be appreciated in different ways, not just as a beverage.

STORYBOARD 3&4



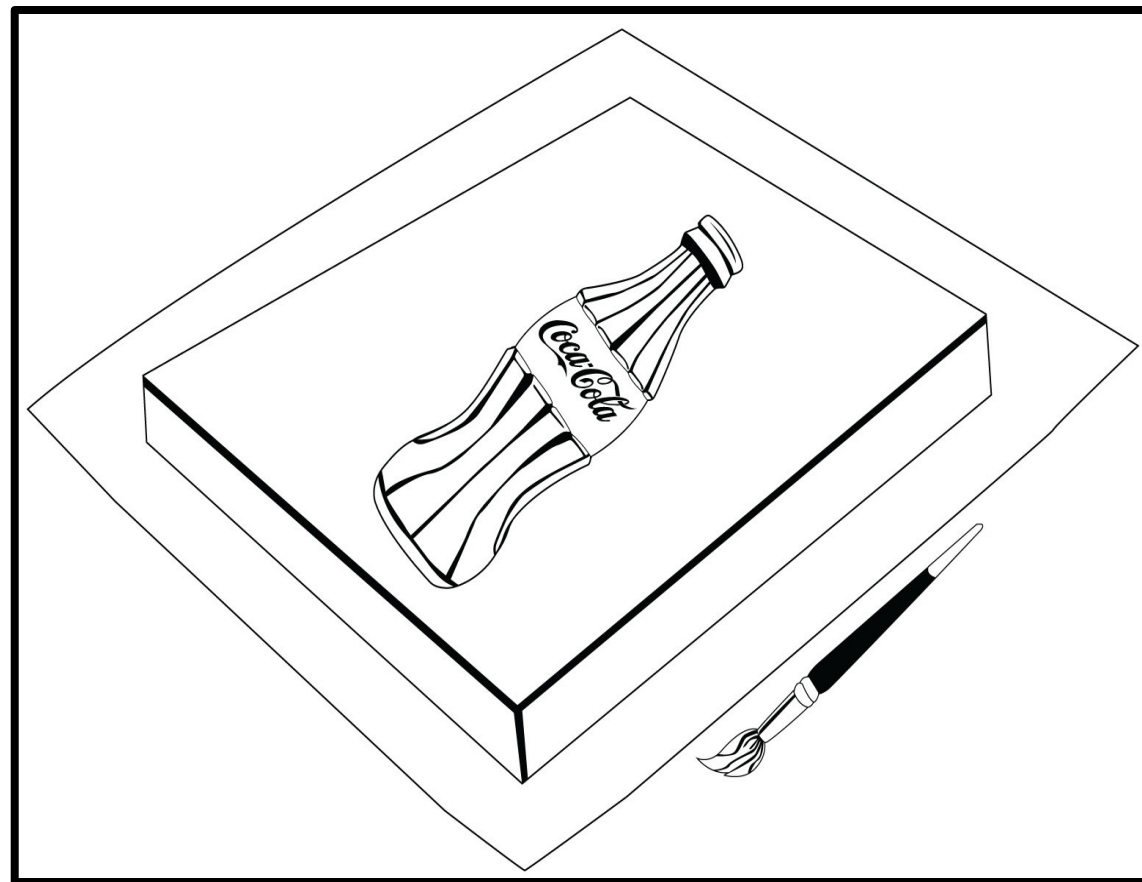
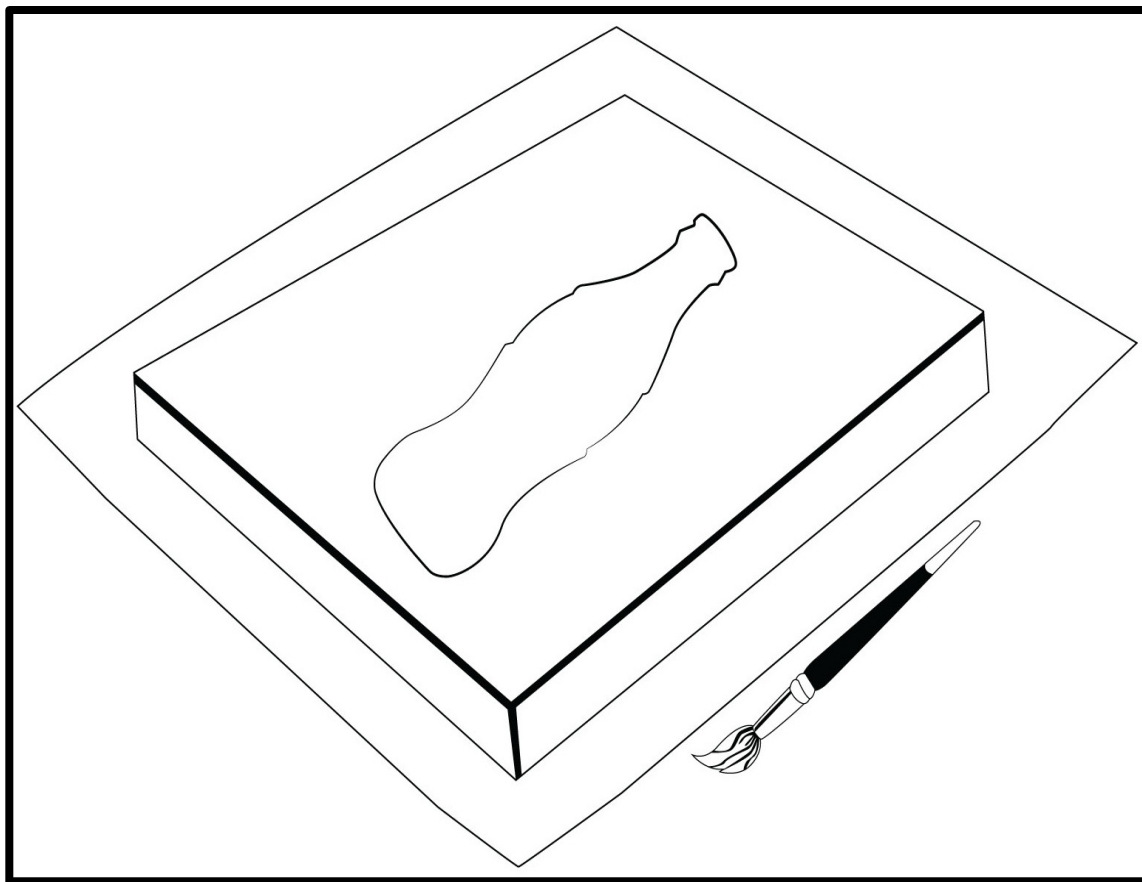
The second scene, with the baseball game, shows how Coke is part of people's lives during sporting events, and the camera following the ball and the Coke multiplying into five cokes represents the variety of Coca-Cola. The bubbles are emphasizing the sweetness and fizzy nature of Coke.

STORYBOARD 5&6



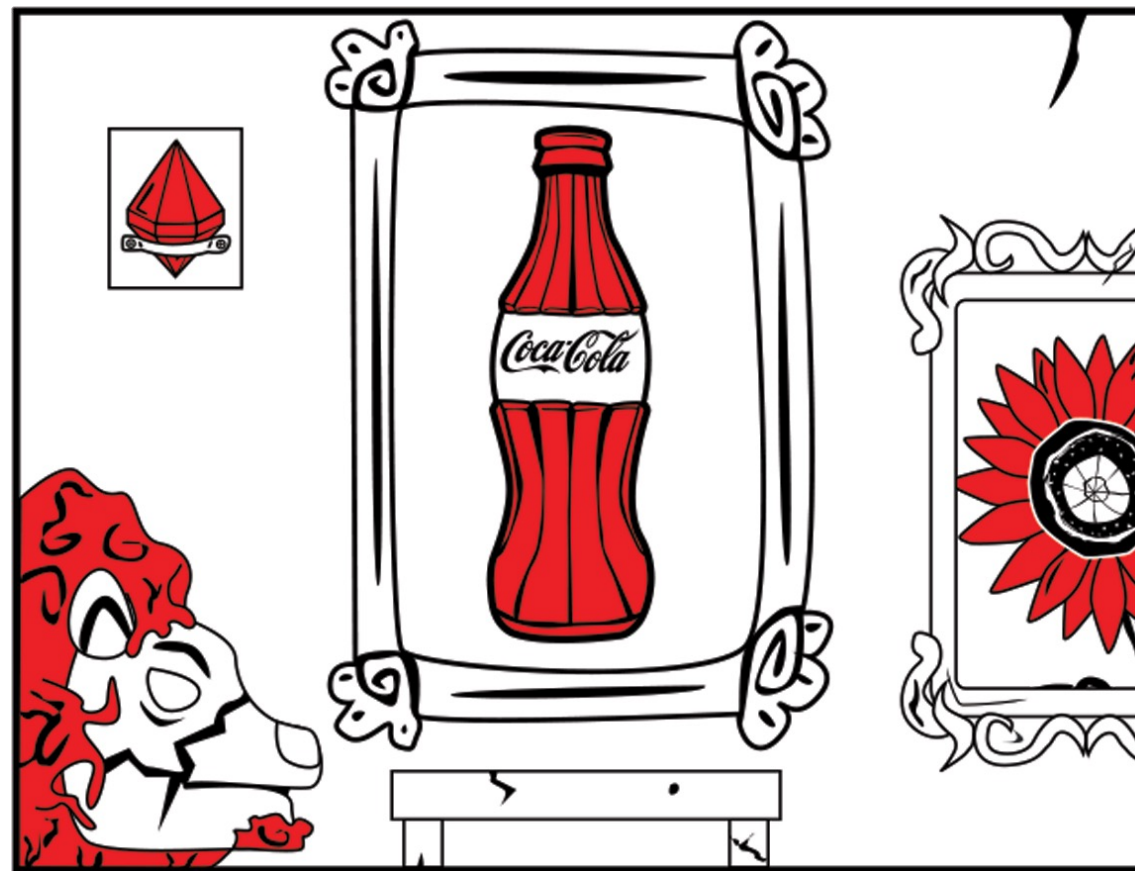
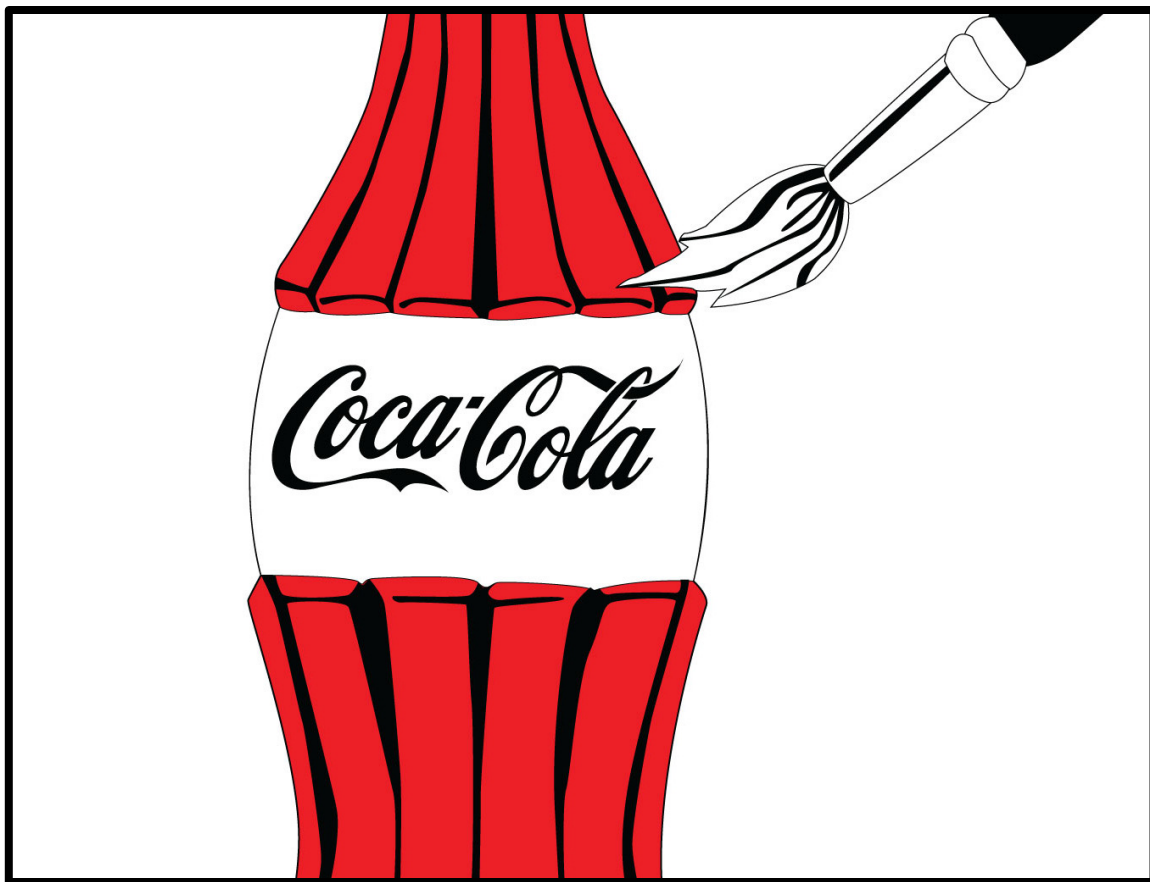
The scene with the international Coca-Cola drops falling from the sky shows how Coke is a global brand that connects people worldwide. The sixth scene is a relatable moment, where someone picks up a Coca-Cola at a picnic, and the gulp is heard, indicating how refreshing Coca-Cola can be on a hot day.

STORYBOARD 7&8



The silk-screen paintings in the seventh, eighth, and ninth scenes represent how Coca-Cola has become part of pop culture, and its logo is instantly recognizable.

STORYBOARD 9&10



The final scene brings the video full circle, with a zoom-out from the close-up of the painting to show that it is the same painting from the museum. It ties everything together, emphasizing how Coca-Cola is a classic and timeless brand that has been part of people's lives for generations.