

Creative Brief: CBD Coca-Cola

Who is the target audience? Why?

The target audience is Gen Z and Millennials (18–40), but more specifically:

- **Health-Conscious Individuals Focused on Their Mental Well-Being**

A report conducted by Innovative Market Insights highlights how younger generations are more conscious of their mental well-being and are committed to implementing small habits that contribute to lowering their stress levels.

Thirty-five percent of consumers worldwide claim to be more independent when managing their health and well-being, and Gen Z and Millennials are looking for reliable, inexpensive, and easy alternatives to incorporate into their daily lives. With CBD Coca-Cola, the Coca-Cola Company delivers just that.

- **Sober/Sober-Curious Individuals**

Gen Z and Millennials are not drinking as much as previous generations. A survey of 1,000 Gen Z individuals found that 21% do not consume alcohol at all, while 39% only drink occasionally. This stems from the generation being more conscious of their physical and mental health. Additionally, Millennials are the top consumers of nonalcoholic alternatives. CBD Coca-Cola can target these same individuals, providing the same mood-stabilizing effects as alcohol in social settings.

- **Functional Beverage Drinkers**

Consumers are seeking beverages with innovative ingredients that target health and wellness. The global functional beverage market was valued at \$175.5 billion in 2022 and is expected to reach \$339.6 billion by 2030. For individuals who already enjoy functional beverages and recognize their benefits, CBD Coca-Cola can easily become part of their rotation.

Where will this ad appear (i.e., OOH, online, print media, etc.)?

The ad will appear in a series of out-of-home (OOH) advertisements, as nearly half of Gen Z and Millennials say they recommend products they have seen on posters and billboards. These OOH advertisements would also be adapted for online platforms, using the constant use of mobile devices and social media to increase visibility.

What is the goal (i.e., increase awareness, sell product, improve image)?

The primary goal of the ad is to increase awareness about the brand's new CBD-infused Coca-Cola beverage. The ad aims to establish Coca-Cola as more than just a brand that provides a sugary high, but as a brand that can positively contribute to overall well-being, offering concrete benefits for everyday moments.

What is the current perception of the brand vs. the desired perception of the brand?

Current perception

Coca-Cola is a leading global beverage company that sells a series of popular soft drinks and whose legacy promotes a sense of happiness and nostalgia.

For nearly 140 years, the brand has built a reputation for delivering drinks that bring joy to consumers around the world. The brand consistently relies on emotional marketing to target consumers, focusing not on the product but on the *experience*. Because of this, Coca-Cola is regarded as a classic brand associated with nostalgia and joyful moments with family and friends.

However, while Coca-Cola remains a brand that consumers recognize and love, it has struggled to maintain relevance among younger audiences. The brand has attempted to target Gen Z with various products, such as Coca-Cola Spiced, but has failed to gain traction with this generation, which prioritizes authenticity and seeks healthier beverage choices. While Coca-Cola benefits from its established reputation, it hopes to show consumers that it continues to evolve and grow.

Desired perception

Coca-Cola is a leading global beverage company that continues to innovate and expand with beverages that cater to the diverse needs of everyday consumers.

Why do we need this ad?

In September 2024, brand-tracking startup Tracksuit conducted a survey among 18- to 34-year-olds that found Coca-Cola was associated with words like “unhealthy,” “sugary,” and “diet.”

Meanwhile, its competitor, prebiotic beverage Poppi, was associated more positively, with words like “organic,” “nutritious,” and “beneficial.” The brand is struggling to compete because it fails to answer the question constantly circulating in the minds of Gen Z and Millennials: “What is this good for?”

In the age of increased health consciousness, the CBD beverage industry has shifted from a product at the center of niche wellness spaces to one that has expanded into the mainstream market. In 2024, the market was valued at \$4.36 billion and is projected to reach \$13.80 billion by 2032.

Leveraging National CBD Day, this ad introduces Coca-Cola into this thriving, emerging market, diversifying its catalog and communicating to consumers that it continues to innovate and evolve.

Advertising Tagline: “Taste the Chill. Find Your Happiness.”

If placed in print, this advertising tagline would appear in *New York Magazine*, which has previously published both editorial and promotional material for CBD products. By avoiding cannabis- or CBD-specific publications, Coca-Cola has the opportunity to signify CBD’s entrance into the mainstream market. Ideally, this could go beyond an advertisement and work alongside a story honoring National CBD Day, using CBD Coca-Cola to emphasize the market’s impact.

For OOH, I would prioritize placing the ads on billboards at major intersections and bus shelters in popular metropolitan cities. Unsurprisingly, CBD products are most popular in states with major cities such as California, New York, and Florida. Additionally, Gen Z is flocking to cities more than any previous generation. In a fast-paced environment where individuals face constant stressors, CBD Coca-Cola can be promoted as the calm amidst the storm.

Strategy Note

Gen Z and Millennials are drinking less alcohol. A 2022 report conducted by the International Wine and Spirits Record found that the no- and low-alcohol market in the United States was worth approximately \$2.2 billion. In 2025, this industry continues to grow as younger generations opt for healthier alternatives.

Ultimately, this generation of adults is looking for beverages with value, providing them with a benefit they can carry into their daily lives. “Taste the Chill” directly hints at the mood-stabilizing capabilities of CBD Coca-Cola without overwhelming consumers with health and wellness jargon that could be exclusionary to those not immersed in that space.

The wording is a direct reflection of Coca-Cola’s consistent emotional brand messaging. From its “Open Happiness” campaign in 2009 to its “Taste the Feeling” campaign in 2023, Coca-Cola has consistently positioned its beverages as more than just something that satisfies your taste

buds, but something that enhances overall happiness. This tagline pays homage to that legacy while also allowing the brand to be more specific about the product's tangible benefits. A sip of CBD Coca-Cola will make you feel more than just general happiness; it will help you feel calm and content as you *chase* those moments of happiness.

Like the CBD-infused Coca-Cola product being promoted, the advertising tagline leaves consumers with branding that feels familiar but elevated, designed to address their specific needs.

**Refer to citation page for references.*