

BRAND IDEA EXAMPLE - COCA-COLA



1. LINE UP

2. IDENTIFY

3. CREATE

4. DEVELOP

5. EXECUTE

BRAND ROLE

Coca-Cola brings people together to enjoy moments of everyday optimism



BRAND PERSONALITY

Authentic, Connected, Optimistic and Spontaneous

Coca-Cola

BRAND IDEA

Happiness in a Bottle
which means that...

We will show how Coca-Cola sparks everyday moments of optimism and happiness



BRAND IDEA EXAMPLE - DESPERADOS



1. LINE UP

2. IDENTIFY

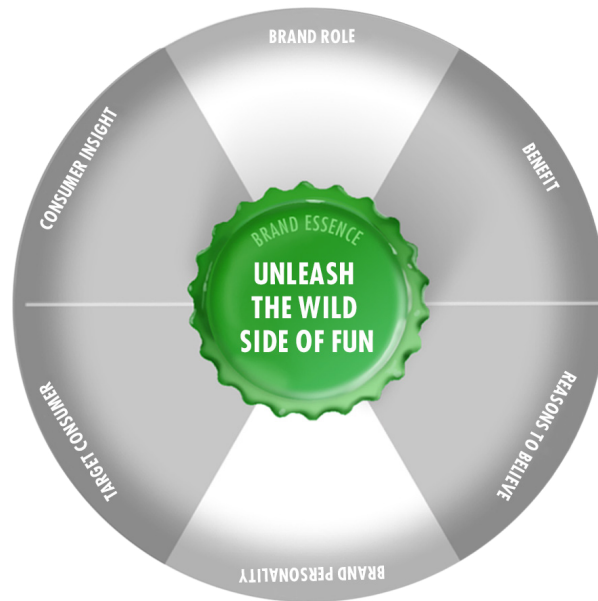
3. CREATE

4. DEVELOP

5. EXECUTE

BRAND ROLE

Desperados inspires young adults to break out of normal town and to turn boring and predictable into something epic



BRAND PERSONALITY

Daring, Effortless, Sociable



BRAND IDEA

Life Needs more Desperados
which means that...
We celebrate those who inspire
us to break out of normal town
by living by their own rules

