

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.

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. 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.

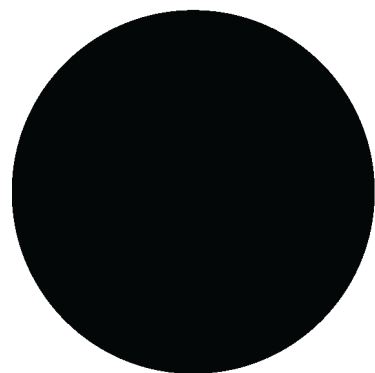
The bubbles are emphasizing the sweetness and fizzy nature of Coke. The scene with the international Coca-Cola drops falling from the sky shows how Coke is a global brand that connects people worldwide.

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. 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.

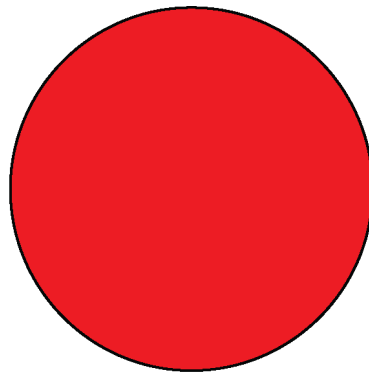
The final scene brings the video full circle, with a zoom-out from the close-up of the painting to show that it is the same painting from the museum. It ties everything together, emphasizing how Coca-Cola is a classic and timeless brand that has been part of people's lives for generations.

The goal of this video is to successfully remind viewers of the brand's positive qualities, leaving a lasting impression.

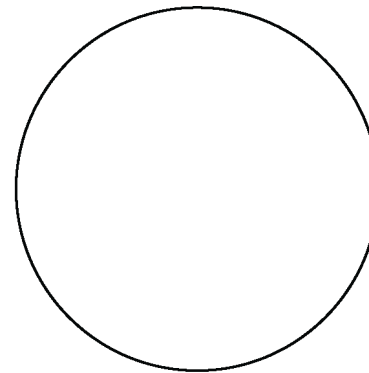
COLOR PALETTE



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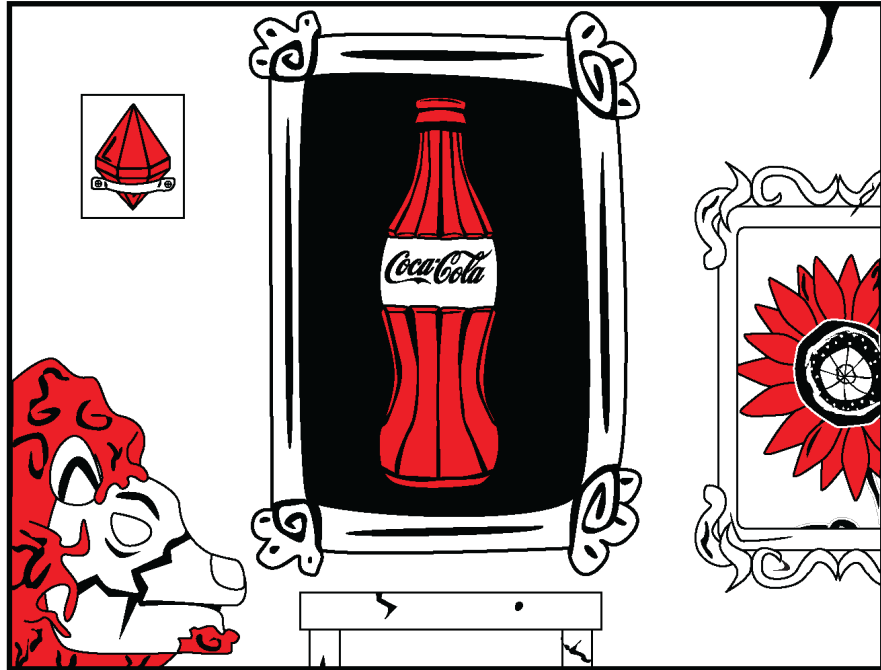


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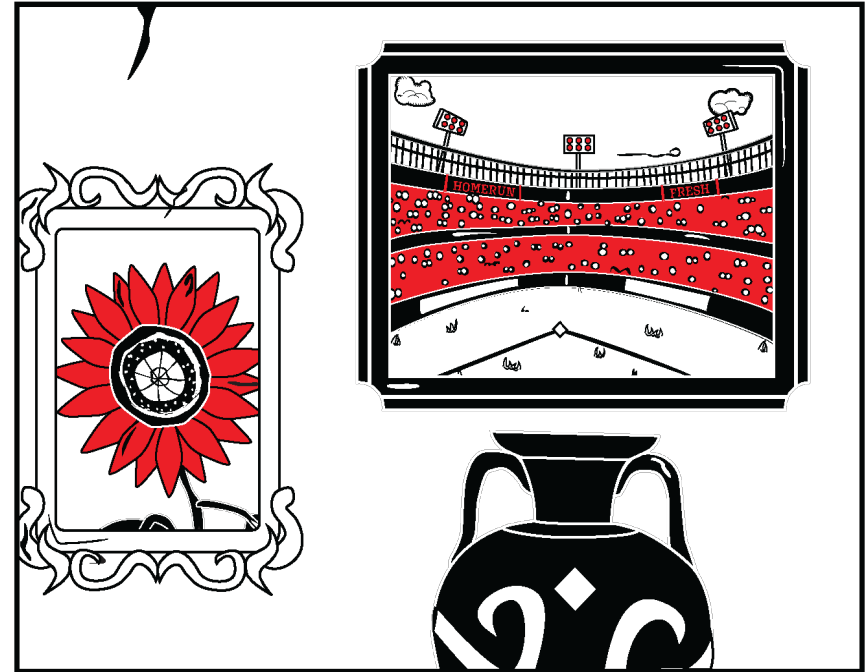
#FFFFFF

Scene 1



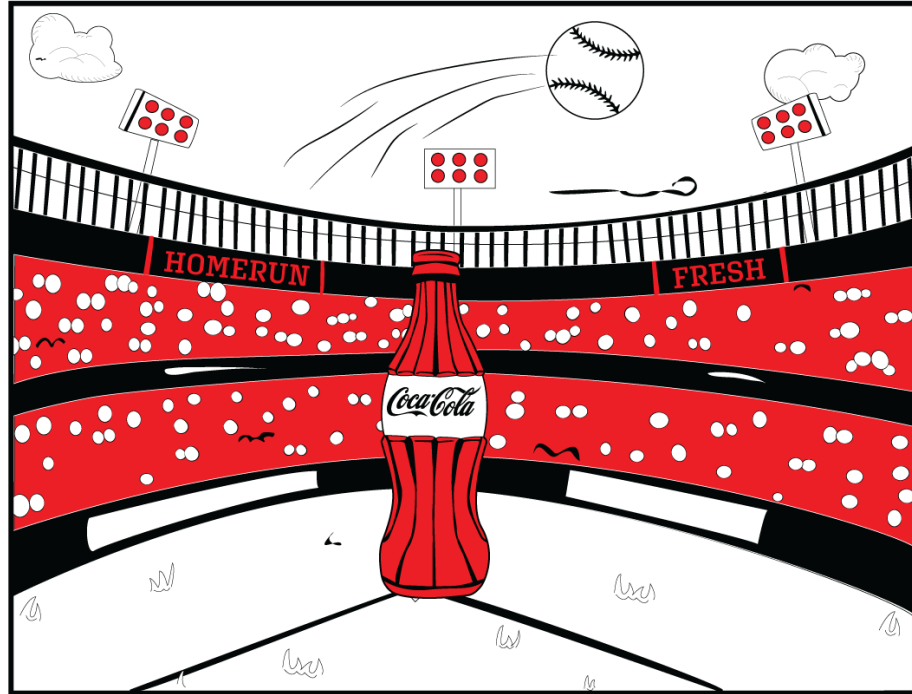
The first scene is faded in and the environment is an art museum as Coke is art. It will then zoom on a picture of a stadium, for the next scene.

Scene 2



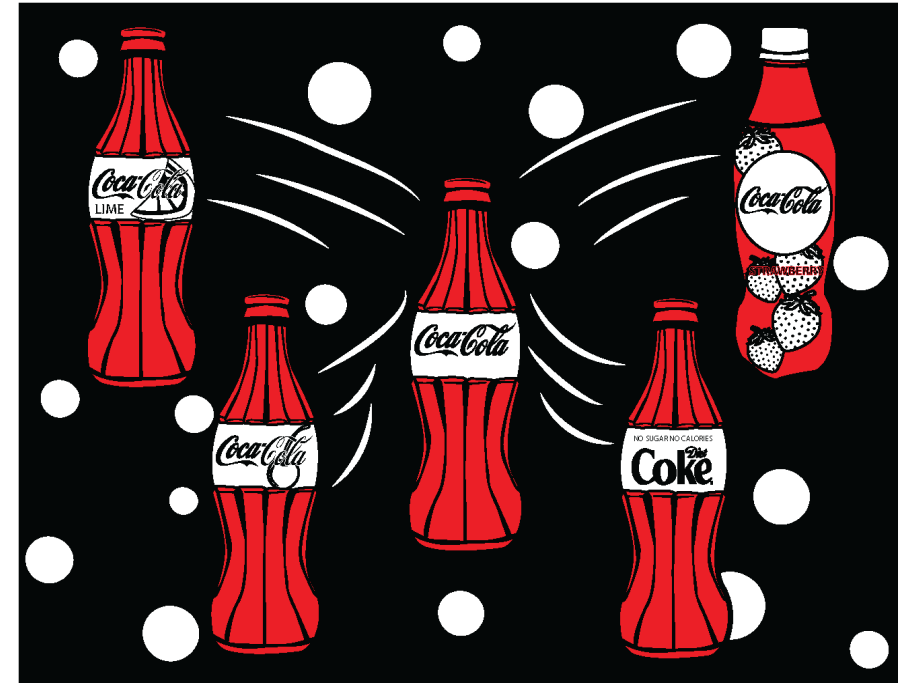
The camera will then move to the right to a picture of a stadium. It will then zoom on a picture of a stadium, for the next scene.

Scene 3



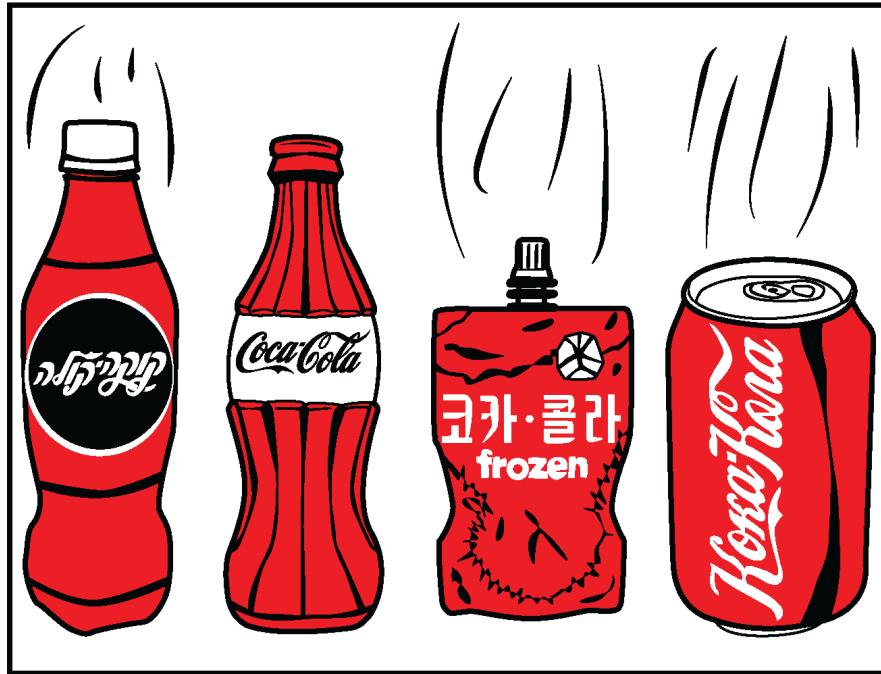
The second scene will be a stadium with Coca-Cola taking second base as baseball fly over it. This mean Coke is enjoyed at sporting event.

Scene 4



The Coca-Cola will duplicate itself and other two will have different variety's which is Cherry on the left and diet on the right.

Scene 5



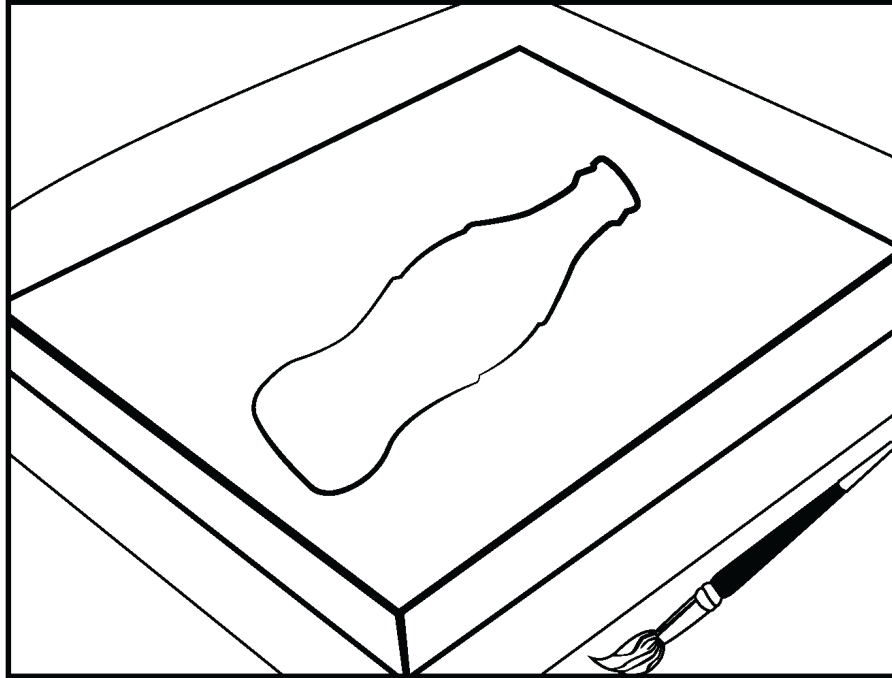
In this scene, multiple Coca-Cola with different language will drop from the sky to show international.

Scene 6



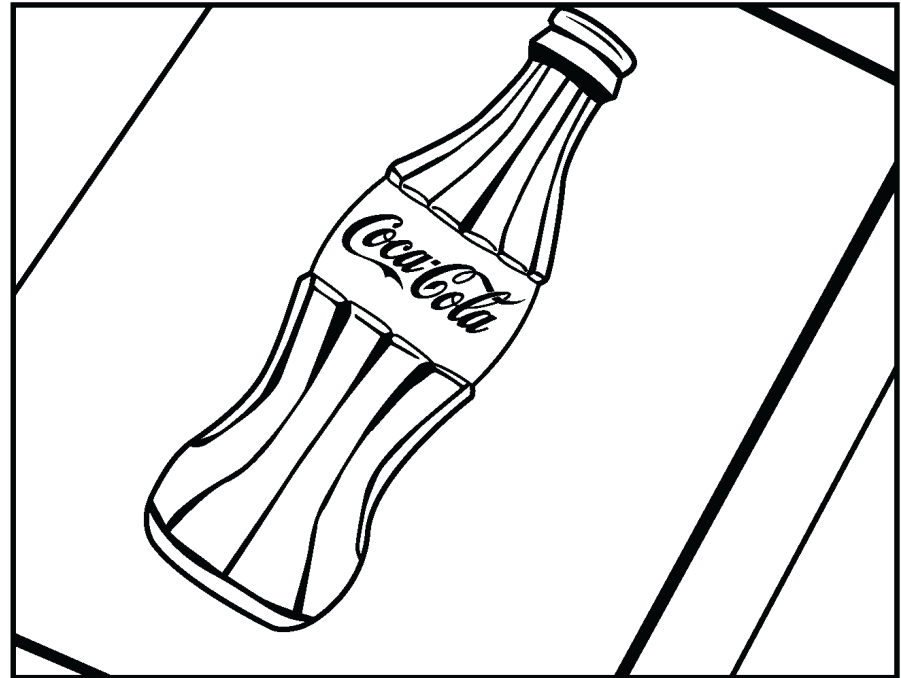
The six scene will be the Coca-Cola being taken away at a picnic by a hand, then a gulp is heard off screen.

Scene 7



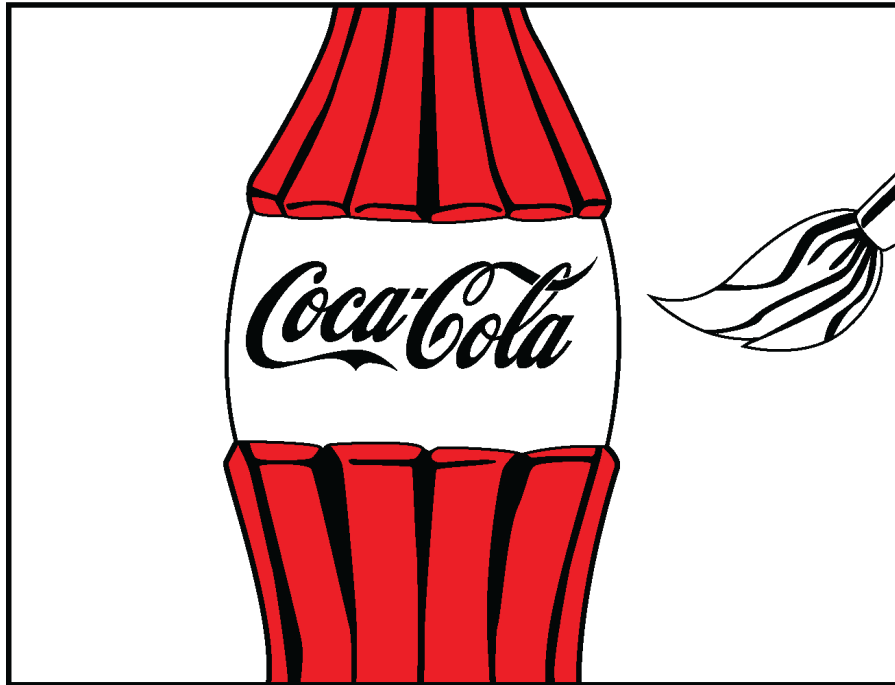
The seventh scene a flat canvas where a Coca-Cola will be made into art for this scene, eighth, and ninth scene.

Scene 8



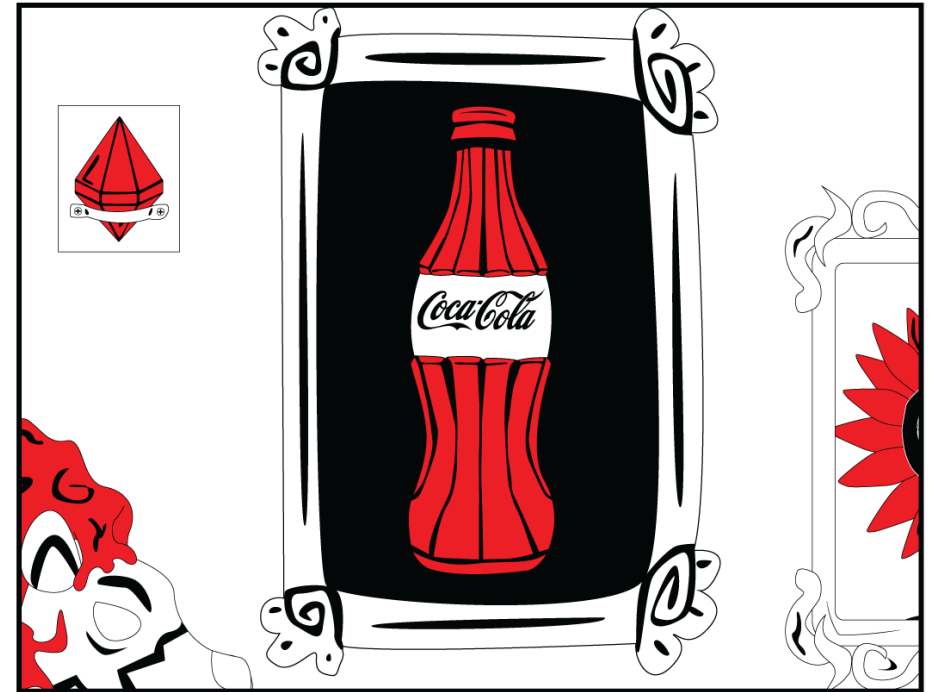
The eighth scene will be adding detail to the still in progress Coca-Cola silk-screen art work.

Scene 9



The ninth scene will be a close up of colored silk-screen painting.

Scene 10



The final scene will be a zoomed out from the last scene to show that the completed silk-screen painting is the same one from the museum at the start of animation.