

Coca-Cola

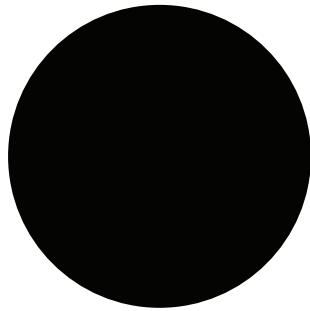
PITCH BOARD MOME 501

Concept/Brainstorm

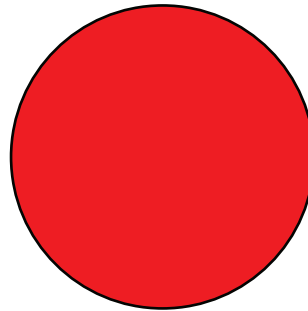
Shapeshifting Coca Cola

When viewers are looking at this ad, they are reminded of what Coca-Cola means to them. The first scene shows a grass picnic field, then you hear a gulp. Then a Cola-Cola bottle half full is placed near the corner of a picnic blanket. Then a picture frame rolls in front of it to represent how coke is art for a couple of seconds, and the frame rolls away. The Coke then begins to duplicate itself as a sign that coke has different variety's into three coke bottles, one is cherry and the other is diet. The two are picked up, a baseball is then thrown over the regular Cola to sign that coke is enjoyed at sporting events. The final scene is the Coca-Cola bottle is smiling.

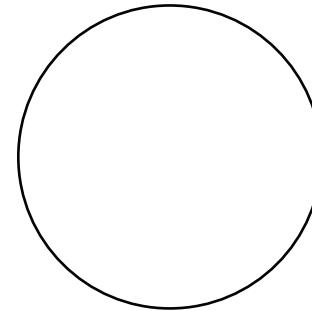
Color Palette



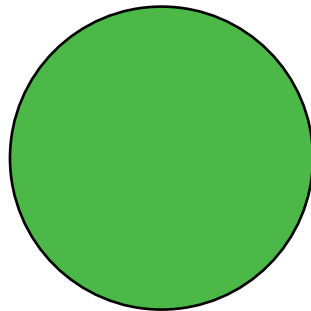
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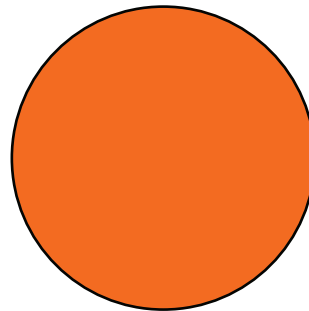
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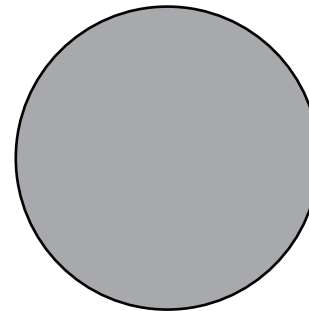
#FFFFFF



#31CC29



#F36C21



#A7A9AC

Scene 1



The first scene is the view of a picnic, then shows the corner of the picnic blanket. A gulp is heard and a hand proceeded to put a Coca-Cola bottle on the corner.

Scene 2



The second scene will have a picture frame rolls in front of it to represent how coke is art. Then the frame will roll away.

Scene 3



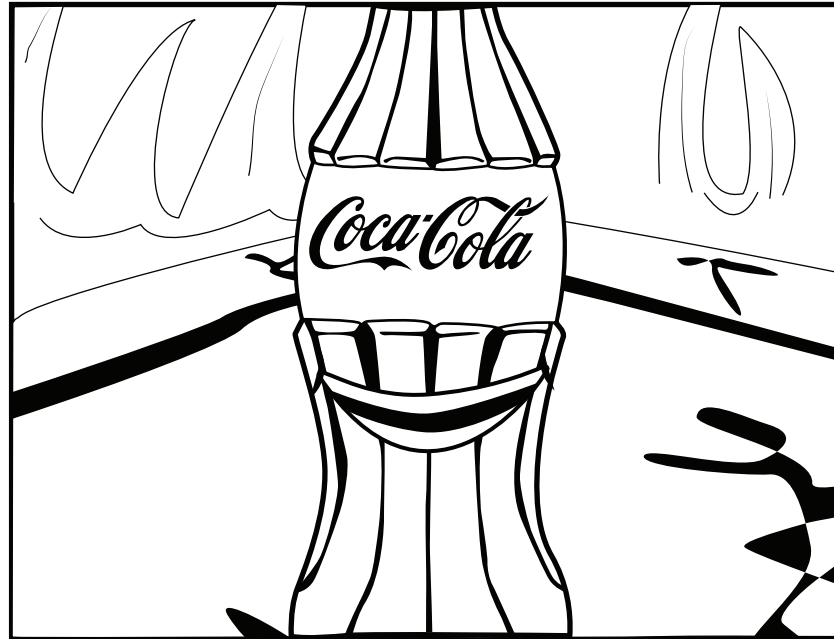
The Coca-Cola will duplicate itself and other two will have different variety's which is Cherry on the left and diet on the right.

Scene 4



The two variety of cokes will be picked away by hands, then zoom out as a baseball will be thrown over the Coke as a symbol how its enjoyed at sporting events.

Scene 5



The final scene will be zooming into the Coca-Cola bottle with it starting to smile as a symbol of everyone enjoys a Coca-Cola.