

FANTA™ (THE COCA-COLA COMPANY) | YOUNG ONES 2024 BRIEF

THE BRIEF

Make **Fanta** relevant to 18-year-olds.

CHALLENGE

Fanta has always been perceived as a kid's brand. Once kids become teens, they grow out of Fanta quickly. Out of sight, and out of mind. We want to reposition Fanta as the sparkling soda brand for teens. But first, we have to get them to notice us in a big way.

Your challenge? Create a headline-breaking Fanta brand act that shows how our brand and product can play a role in popular culture that appeals to teens.

AUDIENCE

Gen-Z teens, born after 2004.

BACKGROUND

Why This Brief Exists

Fanta is the world's biggest fruit flavored sparkling soda, known for its fizzy, delicious lip-smacking refreshment. We've probably had it when we were kids. Yet what makes those who love Fanta as kids is also what makes them fall out of love with it – as soon as they discover new tastes, values, and identities once they become teens. It is only natural. Which is why we are seeking to expand our target audience and give Fanta a meaningful role in their lives to unlock the brand's next stage of growth.

Fanta's Brand Point of View

As savvy digital natives, Gen-Z teens today possess a broader awareness of the world than previous generations ever did. This awareness drives them to do what they need to become better versions of themselves.

Recognizing this trend, the refreshment category has been aggressively promoting product functions that cater to every need. If you need things like energy boost, electrolyte replenishment, pick-me-ups or even detox cleansing, there's always a drink with the relevant product functions to meet those needs.

That's all good. But who's taking care of your wants? It's why Fanta prides itself as the brand that satisfies your wants while others are fixated on your needs. After all, there's nothing functional about Fanta's lip-smacking refreshment. It's not something you need.

It's something you want, when you want it. Because taking a moment to treat yourself well is never a bad thing.

CONSIDERATIONS

Key Takeaway

Conveying our brand's point of view in the brand act is integral. How do we do it in a way that intersects with pop culture?

Expectations

This brand act can come in any form. Activations, stunts, film, brand experiences, use of influencers, etc. It can be anything, but it has to be groundbreaking.

- If we were to run a Super Bowl ad, it would have to be breaking news stuff. Not just another expensive ad.
- If we were to execute product placements in movies, it would have to be subversive. Not just a regular product insertion.
- If we were to do partnerships, it would have to be one that raises eyebrows. Not just a standard collaboration.

Watchouts

While this brief is about tapping into pop culture, please avoid sensitive topics surrounding politics, race, and religion. Neither should we be promoting anti-social and illegal behaviors.