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Project summary: Coca-Cola is trying to show its support for the gay community. It will do so by sponsoring Pride parades, support marriage equality, video campaigns to support coming out and being proud of who you are.

Target audience: The gay and pro-gay community.

Key message: Coca-Cola supports the gay community in terms of equal marriages and being proud of the person you are.

The creative theme: Continue using the traditional Coca-Cola red and maybe include the rainbow to tie to the gay community.

Behavioral outcome: To show that Coca-Cola cares and is for every kind of lifestyle.



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Market and Message Statement

Strategic Planning

Coca-Cola's goal for its new campaign is to show support to the LGBT community and marriage equality through a series of gay vague ads for both print and online. In addition, Coca-Cola is going to be one of the main sponsors of the 2013 San Francisco Pride Parade.

In the recent years, the LGBT buying power has increase and was \$790 billion in 2012. Reports show that 66 percent of LGBT adults are very likely to remain loyal to companies who shows to be friendly and supportive to the LGBT community.

Publication Production

In the ad campaigns, we continues to use the traditional red of Coca-Cola. In addition, we used the several Coca-Cola brand cans side-by-side to make a rainbow for both print and online. For the print ad, we included a lesbian couple having a picnic with Coca-Cola bottles in their hands. For the online ad, we used a leaderboard ad.

Coca-Cola®



**Proud sponsor of the
San Francisco Pride Parade
JUNE 29-30, 2013**

Show your pride



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