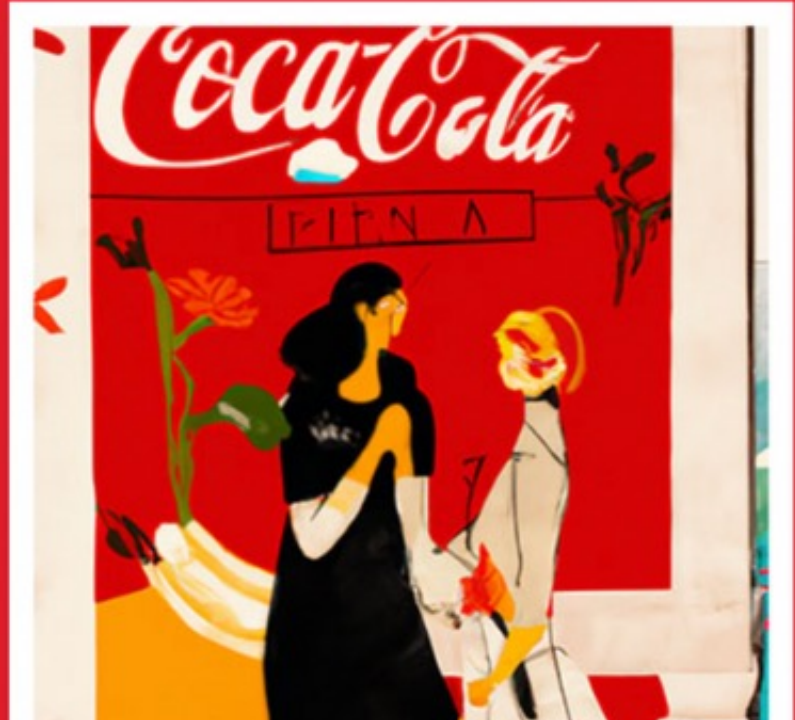
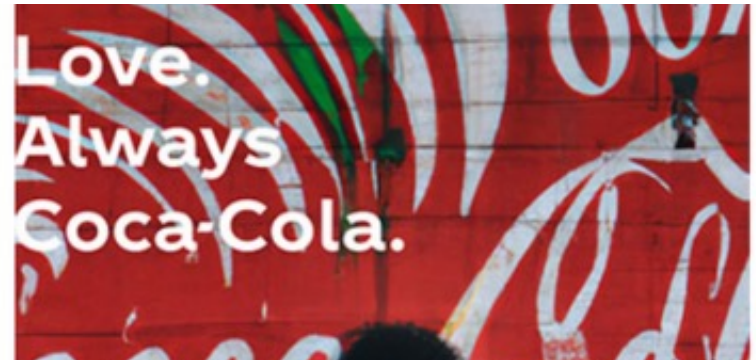
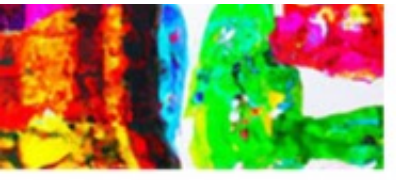


OUR AI JOURNEY





Classified - Confidential

Coke embraced generative AI in our creative campaign “Masterpiece” at using Stable Diffusion

Finally, a good use of AI? Coca-Cola's new ad is a branding masterpiece

By [Ian Dean](#) published 22 days ago

Edvard Munch, Andy Warhol and Van Gogh art comes alive.



Coca-Cola’s Artistic Journey: How AI is Redefining the Future of Advertising

In February 2023, Coca-Cola announced that it'd be collaborating with OpenAI's DALL-E2 model and ChatGPT for marketing campaigns. It was the first deal with Bain ever since the later had announced a partnership with OpenAI specifically to use its tools for marketing earlier in the year.

By [Lokesh Choudhary](#)







Coca-Cola was the first public client to join the Bain and OpenAI Alliance

The Coca-Cola Company
7,221,900 followers
1mo • 🌐

As the first to engage with the new services alliance between **Bain & Company** and **OpenAI**, we look forward to exploring this rapidly changing space.

Bain & Company
1,649,018 followers
1mo • 🌐

What happens when paradigm-shifting technology meets world-class strategy and guidance?

Hear from leaders at Bain and **OpenAI** as they discuss how this global services alliance can meet enterprise demand, and learn more at the link about how this alliance is creating value for clients like **The Coca-Cola Company** – and the world.
<https://atbain.co/3Sr0Fuk>

AdAge

Enter Small Agency Awards Roblox's new ad policies New antisemitism camp

Marketing News & Strategy

COCA-COLA EMBRACES CHATGPT AND OTHER AI TOOLS IN DEAL WITH CONSULTANCY BAIN

CEO eyes enhancing marketing creativity through tools like ChatGPT and DALL-E

By Tom Spilliger, Published on February 22, 2023.

Forbes

FORBES > INNOVATION > AI

ChatGPT Comes To Snapchat And Coca-Cola Joining List Of AI Chat Early Adopters

*“We’re just scratching the surface of what we believe will help create the industry’s **most effective and efficient end-to-end marketing model**. We see many applications of AI – including **content creation and rapid iteration, hyper-personalizing content and messaging** for consumers and customers, and driving two-way conversations with consumers.”*

Manolo Arroyo, CMO, Coca-Cola

*“OpenAI is a unique opportunity to **participate and experiment with that next generation of technology**. It’s going to be incredibly important and incredibly disruptive in communication, in knowledge work, and many other things.”*

James Quincey, Chairman & CEO, Coca-Cola

*“Coca-Cola’s vision for the adoption of OpenAI’s technology is **the most ambitious we have seen of any consumer products company**,”*

Kass of OpenAI.

Create Real Magic

How do you create real magic? The answer is simple: you create it. And that's what we do at Coca-Cola.

Each creative agency we work with is a partner in our success. We look for people who are passionate, who are creative, who are driven, who are committed to excellence in the most demanding of markets.

[Learn More](#)

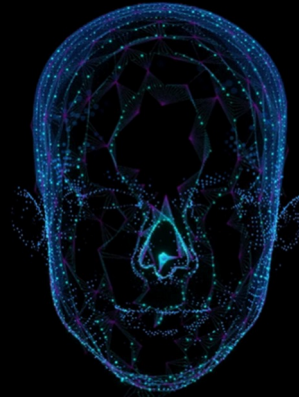


MIC DROP 02
ULTIMATE YOU

ULTIMATE YOU

Using new and progressive technology, we're going to invite the world into the world's biggest, fan-starred cutscene that celebrates the player's journey – an experience undeniably incredible to any type of gamer or fan.

TAKE A PHOTO



GENERATE



ENJOY & SHARE





Y3000

**LIMITED EDITION FLAVOR
TASTE THE FUTURE**

Co-Created with AI



Bottlers: Applied genAI + PredictiveAI to create personalization at scale for customers, better communicating and visually engaging

Personalized communication... at scale

 **Coca-Cola Hellenic Bottling Company** Products Promotions



Outlet: **Cafe**
Next-best SKU: **Sprite Zero Sugar**
Location: **Dublin, Ireland**

Dear customer,

As summer approaches, we're excited to introduce the All-New Sprite Zero, a delicious and refreshing zero-calorie soft drink that is the perfect mixer. Sprite Zero is a versatile mixer that pairs perfectly with a variety of spirits. Its light, crisp taste and refreshing qualities make it the perfect addition to any summer cocktail – a touch of sweetness without the added calories.

With our current offers on Sprite Zero, there has never been a better time to stock up and add this versatile mixer to your bar.

Thank you for choosing Sprite Zero as your go-to mixer for all your summer cocktail needs. We appreciate your business and look forward to continuing to serve you in the future.

Best regards,
Your Coca-Cola Hellenic


 **Coca-Cola Hellenic Bottling Company** Products Promotions



Banner image is also AI-generated

Dear customer,

83% of our partnered cafes on the Island of Ireland stock Sprite Zero Sugar. We'd like to recommend that you also add this popular beverage to your next order. Our data shows that Sprite Zero Sugar has been a great success in Dublin cafes, contributing to a notable increase in beverage sales. This recommendation is tailored specifically for your business, with the anticipation that it will resonate with your customers' preferences.

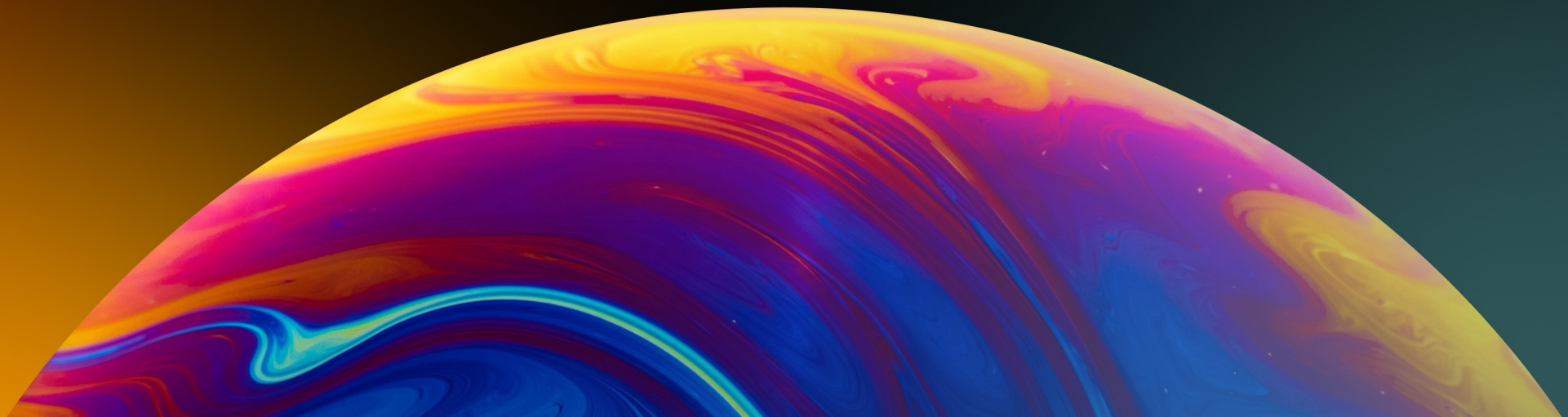
 **Sprite Zero Sugar**
24-pack of 500 ml plastic bottles
Don't miss out, try a case now!
[Order Now](#)

Thank you for your continued partnership with us. Please feel free to reach out if there's anything you need.

Kind regards,
Your Coca-Cola Hellenic Sales Team

AI for Predictive Analytics

Request from the Executive Suite, 2017: “Scale up insights for a digital-first advertising world. Do it much faster, and for a fraction of your previous budget”





Use of AI tools can help answer the need

- Building upon our wealth of consumer copytesting experience, databased with Kantar
- We have thousands of ads tested with ONS in our Link database, so we can use **AI** to identify patterns in testing, in order to predict ad potential
- We can take advantage of smart and efficient **AI-based tools** to identify features in creative content to predict and diagnose ad performance

What metrics does ad copytesting give us? What will and AI system need to predict?

ALL EFFECTIVE ADS ARE :

clear
and
engaging,
and
integrate the brand,

they deliver a
meaningful message
which
differentiates the brand
and will inspire the desired
consumer response

Strength of Engagement

Ease of Understanding

Is the story clear to the viewer?

Enjoyment

Is the ad going to engage the viewer?

Strength of Branding

Is the brand essential to the ad?

Strength of Message

Message Relevance

Is the message meaningful to the viewer?

Brand Difference

Does the message differentiate the brand from others?

Brand Appeal

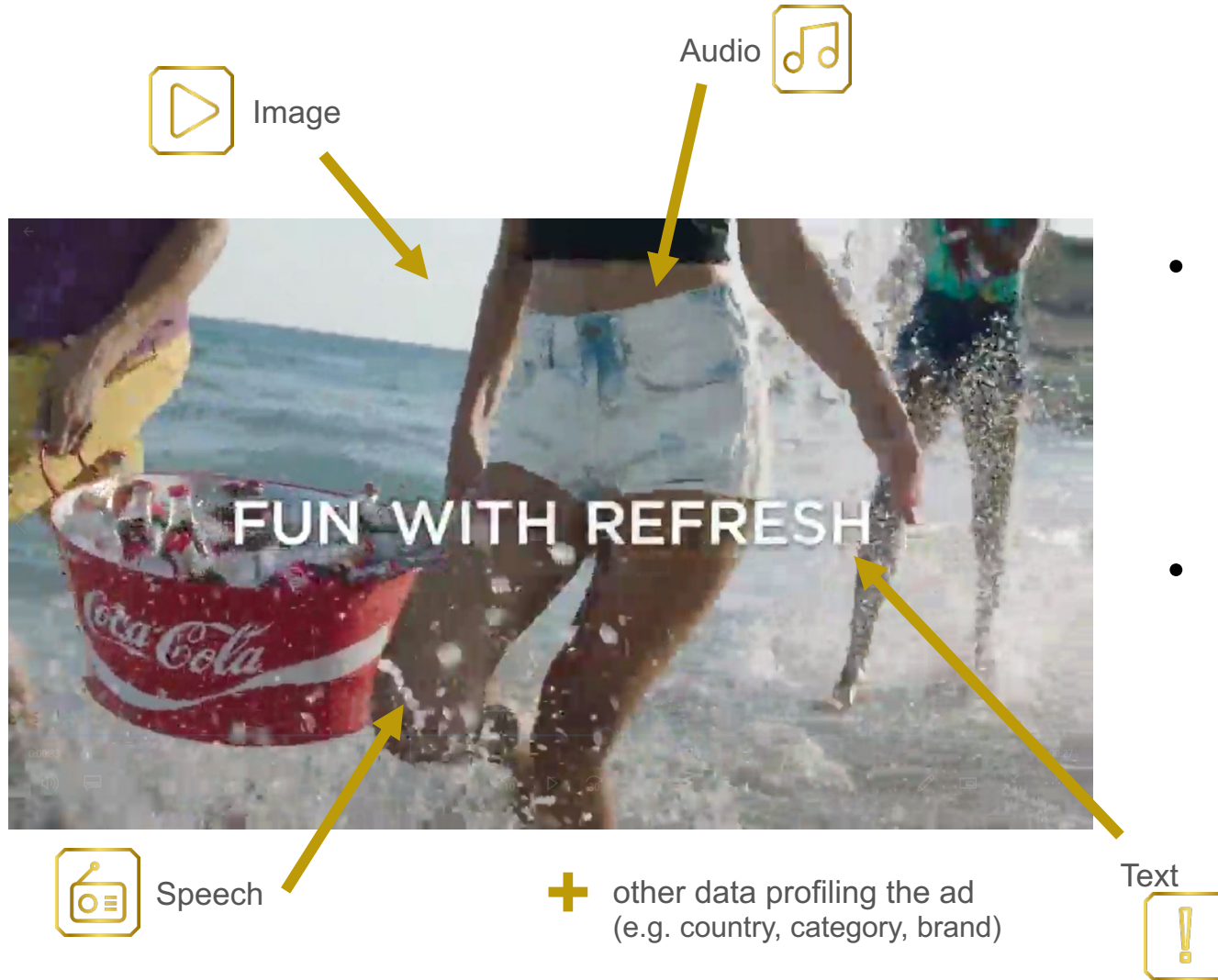
Does the ad make the brand more appealing? or

Persuasion

Does the ad create a desire to change behavior ?

or

Kantar & Coke co-developed an AI measurement system to simulate consumer ad copytesting



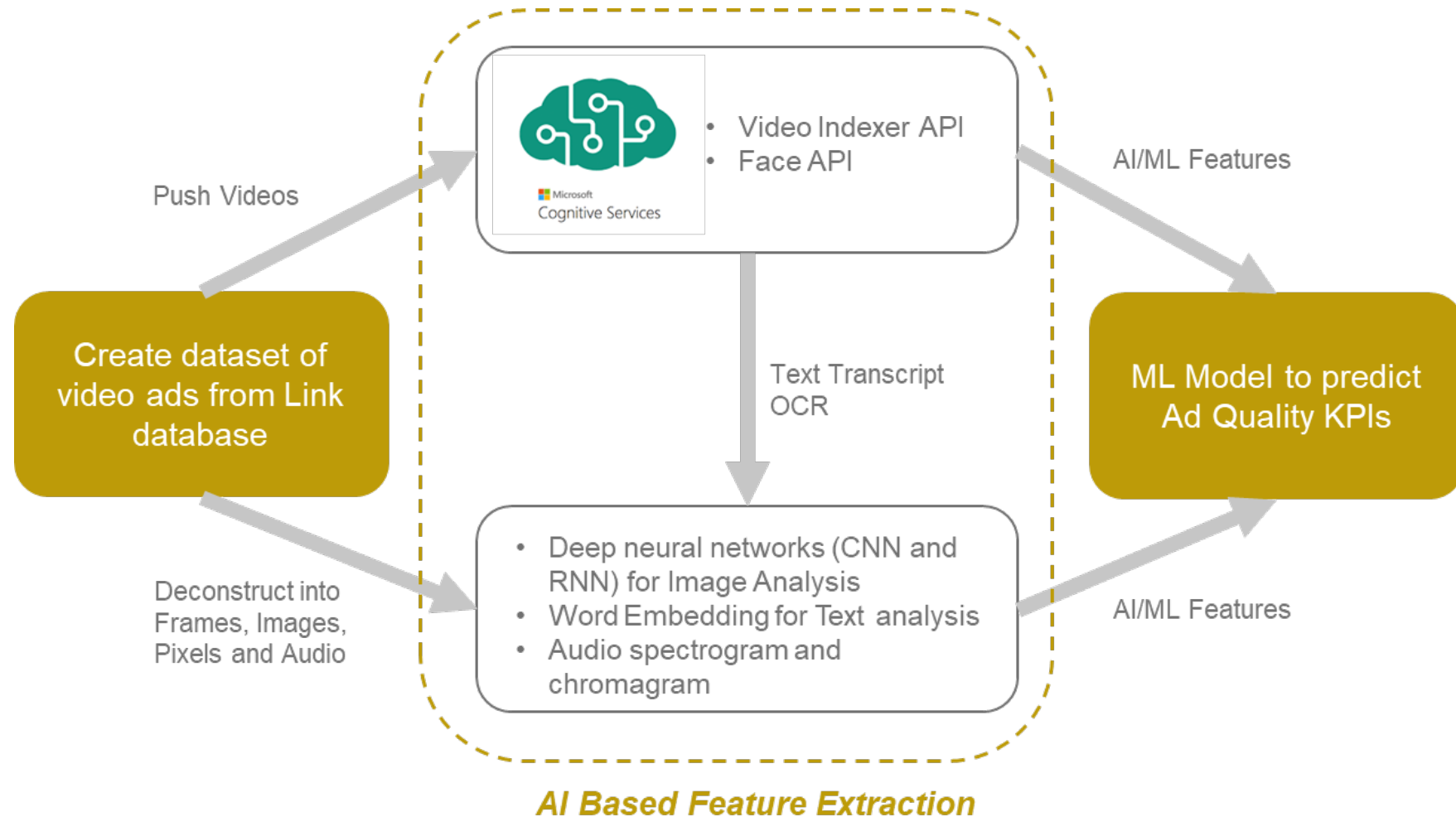
- **AI tools extract thousands of features** from what you can see (image), can hear (audio) and the words spoken (speech) or shown on the screen (text).
- These are **input into Neural Network models**, trained on predicting Copytest metrics sourced from Kantar's Link Copytest Database (big dataset!)



The model predicts performance for video ads using a variety of AI approaches and datasets

Data Type	Description
Speech to text & OCR	Dense Vector representation based on pretrained GloVe embedding of words and LSA embedding of documents from Transcript and OCR (Optical Character Recognition)
Metadata	Such as Category & Country
Ad Uniqueness	Engineered features that measure how different a given ad is when compared to other ads in the same category
Audio	Audio characteristics such as spectrogram and chromagram
Image	Vector embedding based on a deep Convolutional Neural Network pretrained on over a million images from 1000 object categories such as keyboard, mouse, pencil, animals etc. Features pertaining to HSV (Hue, Saturation, and Value) representation of colorspace, along with a traditional RGB
Video Labels	Labels generated based on objects detected
Special Features	Duration of video, length of transcript relative to video size, Sentiment, etc.
Face Features	# of faces in the video, male/female, emotions shown by faces

FRAMEWORK FOR PREDICTIVE MODEL



The Results:

- **Up to 95% lower cost than traditional consumer research based copytesting**
- **Results in minutes vs. days**
- **Can test thousands of video ads per year rather than just a few hundred**
- **Great for post-hoc meta-analysis**
- **... but with some limits vs traditional consumer research (complex humor, etc)**
- **... and it can't be scaled to evaluate all creative assets**



What's new? What's next?

AI At Scale: LearnX

- Evaluates all digital assets
- Identifies many creative elements
- Test/Learn/Experiment



Parting thoughts

- AI **unlocks endless opportunities and possibilities**, pushing the boundaries of what we can achieve
- AI **augments human abilities**, relieving us from mundane tasks and enabling us to focus on creativity, empathy, and strategic thinking
- The **combination of Human Intelligence (HI) and Artificial Intelligence (AI)** is where the true potential lies.
- It will help us create the industry's **most effective and efficient E2E marketing model**
- **Embrace this transformation**, not with apprehension, but with curiosity and enthusiasm, as we venture together into this new era of possibilities

THANK YOU

