

MARKETING MONDAY

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#EDITION 13

The AI Christmas Spirit: Coca-Cola's Hit or Miss?



A Bold New Recipe for Christmas Magic?

Coca-Cola's Christmas commercials have long captured the warmth and nostalgia of the season, becoming a global tradition. This year, the brand took a bold step, using AI to craft its festive magic. While some applaud the innovation, others say it lacks the heartfelt charm of past campaigns, sparking both awe and controversy.





When Santa Meets AI: The Idea Behind the Ad

The ad was designed to combine nostalgia with cutting-edge AI creativity, aiming to engage the tech-savvy Gen Z audience while preserving the warm, festive feel Coca-Cola is known for.



Cheers or Jeers? The Audience Speaks

Positive reactions: Some applauded the brand for embracing technology in storytelling.

Negative backlash: Others felt the AI touch lacked the warmth of human creativity. One viewer commented, "It feels like Christmas in the Matrix."



When Taste Meets Tech: Coca-Cola's AI Flavor

Coca-Cola introduced an AI-designed flavor alongside its festive ad campaign. While marketed as innovative, critics felt it missed the mark, lacking the classic charm fans expect from the brand.



The Art of Getting People Talking

When tradition meets innovation, the results can spark conversation and debate – and that's exactly what Coca-Cola has achieved.

