

Coca-Cola introduces 'Masterpiece' global brand campaign in Australia

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Coca-Cola has introduced its 'Masterpiece' global brand campaign in Australia. The film, created by Blitzworks, a strategy and creative consultancy based in London, encourages Gen Z viewers to pursue their passions, take a break, and relish the moment's beauty.

The 'Real Magic' brand platform released its latest campaign, 'Masterpiece,' highlighting how Coca-Cola can provide a refreshing boost during essential moments. The campaign features a short film set in an art museum where students are drawing paintings on display. One student appears uninterested and tired, but an arm from a painting reaches out and grabs a bottle of Coca-Cola from Warhol's pop-art masterpiece. Utilising animation and AI, famous artworks such as Edvard Munch's 'Scream' and J.M.W. Turner's 'The Shipwreck' come to life and help deliver the bottle of Coca-Cola Zero Sugar to the student, providing a much-needed refreshment.

According to Kate Miller, the marketing director at Coca-Cola Australia, Gen Z is a busy audience. They are passionate individuals who are always on the move and strive to make the most of each day. However, this fast-paced lifestyle can lead to burnout. The creative campaign aims to inspire individuals to take a break, refresh, and uplift their mood with an ice-cold Coca-Cola.