Creative Brief
People don’t like ads. People don’t trust ads. People don’t remember ads.
What will make this one any different?

Why are we advertising? To increase consumption of Diet Coke® in the morning.

Whom are we talking to? People who eat breakfast, whether cooked at home or purchased at a fast food restaurant, and have coffee with that breakfast.

What do they currently think? Coffee is a breakfast drink. Diet Coke® isn’t. Diet Coke® with breakfast would be “weird.”

What would we like them to think? Diet Coke® makes perfect sense with breakfast. It always tastes great with any food, plus it still has caffeine.

What is the single most persuasive idea we can convey? Diet Coke® makes your breakfast better.

Why should they believe it? Diet Coke® is cooler and more refreshing with breakfast than coffee.

Are there any creative guidelines? Outdoor bulletin.

*adapted from The Richards Group Creative Brief