

CREATIVE PORTFOLIO

COCA-COLA TASTE TOMORROW

The Future Feels Refreshing.

A speculative future-brand campaign exploring how Coca-Cola can remain the world's most familiar refreshment inside a radically new tomorrow.

FUTURE PRODUCT

BRAND STORY

CAMPAIGN SYSTEM

Real Magic

Creative concept and direction - Sebastien Soudais



REAL MAGIC. NEXT GENERATION.

From a familiar taste to a future people can believe in.

The concept moves Coca-Cola from a symbol of shared happiness today to an emotional constant inside tomorrow.

THE CREATIVE OPPORTUNITY

Coca-Cola has never only sold refreshment. It has sold the pause, the smile and the shared ritual. "Taste Tomorrow" carries that emotional truth into a future shaped by new technology, new cities and new generations.



THE STRATEGIC SHIFT

Refreshment today -> Optimism for tomorrow

01 TASTE

The classic flavor and ritual remain instantly recognizable.

02 CONNECT

People, not technology, remain the emotional center.

03 BELIEVE

The future is framed as desirable, shared and refreshing.

One frame. One icon. One future.

The campaign image communicates the innovation before the audience reads a single line.



HERO CAMPAIGN IMAGE / 21:9

Coca-Cola Future Edition

A future-facing limited release that feels innovative without losing the world's most recognizable beverage silhouette.

WHY THE PRODUCT FEELS CREDIBLE

01

FAMILIAR SILHOUETTE

The contour bottle and classic can create instant recognition.

02

VISIBLE INNOVATION

A luminous "Future Edition" treatment gives the campaign a concrete object to launch.

03

CONTEMPORARY CHOICE

Zero Sugar signals a modern, globally scalable version of the ritual.

04

TECHNOLOGY STAYS INVISIBLE

The innovation enhances the experience; it does not replace the simple pleasure of opening a Coke.

Next Generation. Always Coca-Cola.



04 / MESSAGE STRATEGY

The line sells a transformation, not a technology.

It connects the immediate sensory promise of Coca-Cola with the emotional possibility of the future.

“TASTE TOMORROW

01 CONTRAST

“Taste” is immediate and physical. “Tomorrow” is aspirational and limitless.

02 BREVITY

Two words make the idea readable in a second and memorable after one exposure.

03 HUMAN BENEFIT

The campaign promises a feeling before it explains a feature.

04 ELASTICITY

The line can lead film, OOH, social, retail and live experience.

THE FUTURE FEELS REFRESHING.

Support line / emotional proof

Classic red meets electric possibility.

Every visual choice supports the same idea: the future can feel spectacular without losing the warmth of a shared Coca-Cola moment.



THE ICONIC OBJECT

Condensation, glass and red labeling preserve appetite appeal and brand memory.



THE FUTURE SIGNAL

The illuminated skyline creates scale, wonder and a clear sense of tomorrow.



THE HUMAN ANCHOR

People remain the emotional center, ensuring innovation feels inclusive rather than cold.



THE OPTIMISTIC WORLD

A brighter, cleaner future turns the campaign into aspiration rather than dystopia.

CINEMATIC ART DIRECTION

A deliberate path through the idea.

The composition guides the eye from promise, to product, to world, and finally to the people who make the future meaningful.



1 THE PROMISE

The headline establishes the idea immediately.

2 THE BOTTLE

The most iconic form becomes the central anchor.

3 THE CAN

A second product makes the concept feel launch-ready.

4 THE WORLD

People and city scale transform product into cultural vision.

Familiar enough to trust. New enough to desire.

The concept balances brand continuity, product clarity and emotional ambition.

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|----|--------------------|---|
| 01 | ICONIC CONTINUITY | The contour bottle, red palette and script identity remain unmistakably Coca-Cola. |
| 02 | CLEAR INNOVATION | "Future Edition," luminous packaging and the cityscape create an instant tomorrow signal. |
| 03 | EMOTIONAL OPTIMISM | The image promises wonder, connection and possibility - not merely a new flavor. |
| 04 | ONE-SENTENCE IDEA | The headline explains the entire transformation without technical language. |
| 05 | SCALABLE UNIVERSE | The system can expand into film, outdoor, social, retail, collectibles and experiences. |

The ad does not ask people to understand the future. It lets them taste it.



A launch idea built to travel across every format.

The same promise can become a complete brand ecosystem instead of a single advertisement.



OUT OF HOME

Ultra-wide placements turn the bottle into a city-scale beacon.



SOCIAL / MOBILE

Vertical edits invite audiences to imagine and share their own tomorrow.



EXPERIENTIAL

Immersive launch spaces make the future physically refreshing.



RETAIL / COLLECTIBLE

Limited packaging creates desire, conversation and repeat discovery.

YESTERDAY MADE IT ICONIC. TOMORROW KEEPS IT REFRESHING.

TASTE TOMORROW

Creative concept and visual direction: Sebastien Soudais

Speculative portfolio concept. Not commissioned by or affiliated with The Coca-Cola Company.