

Project Note: Video is embedded in both images

TikTok Post



YouTube Video



Title: Coca-Cola Hits Different | A Coca-Cola Student Commercial

Some days are rougher than others. Take a breather with Coca-Cola, the drink that hits different. This student commercial imagines how one refreshing moment can transform an ordinary day into an exciting adventure.

Disclaimer: This content is part of a student project and is not for commercial use. AI was used to assist in the production of images and narration in this video.

Write-up

TikTok and Youtube are well known for their short form content and has time has passed TikTok, now allows for longer form videos. They are both also popular in terms of entertainment and commercialism making them both prime choices for my assignment.

The posts I created use language more common with younger generations. Modernly, gen z, millenials, and the working class understand and use this type of language. By utilizing this langage I managed to showcase an 'escape' or the different types of experiences one could while drinking Coca-Cola.

I believe that younger generations and working professionals are primed to respond and enjoy the type of commercial I have created. Overall, the video is cinematic and may cause viewers to think of experiences in their own lives that relate to the video.