Creative Brief

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11/19/2020

Project Title: Coca-Cola Formula

1. Project Overview

The goal of my project is to inform viewers of the secrecy the surrounds this iconic American drink. I not only hope to educate and entertain, I also want to introduce a level of intrigue and leave readers wondering and wanting to know more about the recipe.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Coca-Cola_formula and https://en.wikipedia.org/wiki/Coca-Cola, as well as some photography. There are also photographs available on Google Images as well.

3. Audience

This website is strictly informational, and won't be promoted commercially in any way. It will likely be my instructors and other students who will primarily be viewing my website, and anyone curious about the Coca-Cola formula.

4. Message

I'd like to make the Coca-Cola recipe mysterious, and leave readers wanting to know more. I also want to emphasize the role in American culture that Coca-Cola has played, and its history as such an iconic brand.

5. Tone

The tone here should be educational with a bit of playfulness and intrigue. I want the website to feel like it's telling a story.

6. Visual Style

Since Coca-Cola has been such an iconic part of American history, I think this website could lean towards the more vintage look and use pictures and imagery of older Coca-Cola bottles (such as the glass ones that were around before the plastic ones). Also, I would love to see some vintage Coca-Cola ads, as well as older images of people enjoying a Coke. I think that the accent color should still be red, to allude to the brand, as well as to those "TOP SECRET" stamps. It would be cool to incorporate that

imagery somewhere in the website. I don't want the background to just be white, but I'm open to anything else that would look good!

Drink
Coca-Cola
Delicious and Refreshing
The pause that refreshes
...at home
Housework brings that urge to pause and relax in an easy chair. Do it...with ice-cold Coca-Cola. It adds to relaxation what relaxation always needs... pure, wholesome refreshment.