

Create Real Magic

We invite you to generate unique Coca-Cola artwork with the power of DALL-E and GPT.

Start creating artwork for a chance to be featured on one of our iconic billboards. A select number of artists will also be invited to participate in the Real Magic Creative Academy.

Create



ROUND 22

When AI and Coke Collide

Source: Fast Company

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1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To bite off more than you can chew](#)

- Definition
- Example

QR코드를 통해 To Bite Off More than You Can Chew 의 설명 영상을 보실 수 있습니다.



1. **Toast**(verb) To raise one's glass and drink in honor of someone or something; to make a toast.
ex) During the celebration, we **toasted** to the success of the new advertising campaign.

“Once you log into the site, you're prompted to select Coke imagery, then provide the AI tools instructions for artwork and copy ideas, such as a space cat drinking a Coke, or robots **toasting** with Coke bottles, or Santa Claus surfing on a wave of Coke bottles, or polar bears chugging Coke in a botanical garden. Hey, whatever your imagination wants.”

2. **Chugging** (verb) Drinking a beverage, especially an alcoholic one, in large gulps or with enthusiasm.

ex) The partygoers were **chugging** their drinks and having a great time.

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3. **Eerie** (adjective) Strange, mysterious, and unsettling, often creating a feeling of fear or unease.

ex) The AI-generated images had an **eerie** resemblance to real-life objects.

“And in January, Ryan Reynolds debuted an ad for his wireless brand, Mint Mobile, that was partially pinned by chat GPT. The results, according to Reynolds, were **eerie** and mildly terrifying, but it made for great advertising.”

4. **One-off** (adjective) Happening only once; not recurring or repeated.

ex) The collaboration between Coke and OpenAI was not a **one-off** project but part of a broader marketing strategy.

“For Coke, this is much more than a **one-off**. “

5. **Ink** (noun) A written or printed fluid or paste used for drawing, writing, or printing.

ex) She's just **inked** a deal to host her own talk show.

“ Last month, Coke announced it had **ink** to deal with management consultant, Bain and Company, to explore new ways to enhance the creativity of its marketing through OpenAI.”

2. Listening Drill

Forget the impending arrival of our benevolent robot overlords. Now you can use AI to create your very own Coke ads.

I'm Jeff Beer, and this is Fast Company's "Brand Hit or Miss of The Week."

This week we have a hit, and it goes to Coca-Cola. On Monday, the sugar water giant has dropped a new site that invites you to harness AI tools, like OpenAI's DALL-E and GPT Systems, to create art and new designs with some of the brand's most recognizable images and icons, all with the potential to be picked for real life billboards in New York and London. It's called "Create Real Magic" and it's available across 17 countries.

Once you log into the site, you're prompted to select Coke imagery, then provide the AI tools instructions for artwork and copy ideas, such as a space cat drinking a Coke, or robots toasting with Coke bottles, or Santa Claus surfing on a wave of Coke bottles, or polar bears chugging Coke in a botanical garden. Hey, whatever your imagination wants.

All to end up with a delightfully collaborative digital piece of advertising. 30 creators will also be picked to participate in the Real Magic Creative Academy, a three-day creative workshop at Coke's headquarters in Atlanta.

This is obviously not the first time a brand has jumped on to the OpenAI bandwagon. For example, last summer agency Rethink used DALL-E to extend its award-winning Draw Ketchup campaign for Heinz, which they asked people to draw ketchup and most of the pictures looked exactly like a Heinz bottle.

This time, they fed the AI tool prompts like ketchup-bottle stained glass, and ketchup bottle in psychedelic art, and many of the results, much like the human drawings, looked a lot like a Heinz bottle.

And in January, Ryan Reynolds debuted an ad for his wireless brand, Mint Mobile, that was partially pinned by chat GPT. The results, according to Reynolds, were eerie and mildly terrifying, but it made for great advertising.

For Coke, this is much more than a one-off. Last month, Coke announced it had ink to deal with management consultant, Bain and Company, to explore new ways to enhance the creativity of its marketing through OpenAI.

2. Listening Drill

Coke's Global Chief Marketing Officer Manolo Arroyo told my colleague, Steven Melendez, this week that the company's also experimenting with using AI tools in data-driven marketing materials like using AI and social media posts to predict future beverage trends in developing markets.

"We are very much ***in a period of*** trying new things," he said. What makes this new site a hit for me is not only how it tries to use these new tools, but how Coke is using it to embrace and encourage its fans' own creativity.

Marketers who are able to find creative ways to acknowledge, embrace, and encourage the fire of fans' passions are the ones best positioned to keep it growing.

That's it for this week. Thanks for watching.

3. Summary

Summarize what you have seen/heard in two or three sentences

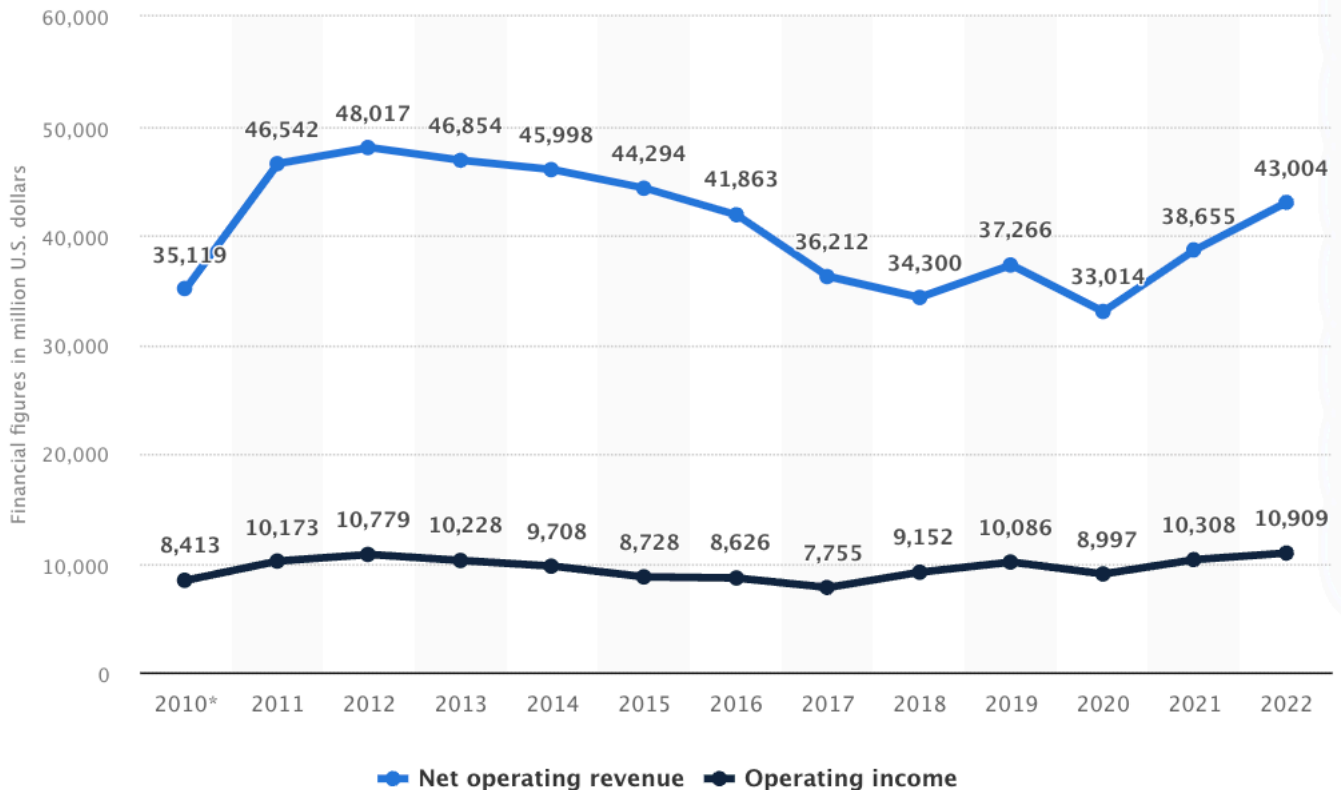
Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

Global revenue and financial results of the Coca-Cola Company from 2010 to 2022
(in million U.S. dollars)



Revenue and financial key figures of Coca-Cola 2010-2022

Published by M. Ridder, Jun 12, 2023

The Coca-Cola Company's net operating revenue and operating income have both fluctuated over the past decade. Revenue refers to a business' total income through the sale of goods and services, whilst income refers to the revenue minus all business expenses. Both financial figures hit a peak in 2012 of around 48.02 and 10.8 billion U.S. dollars, respectively.

When was the Coca-Cola Company founded?

The Coca-Cola Company is a producer, retailer and marketer of non-alcoholic beverages and is well-known for its soft drink, Coca-Cola. The history of Coca-Cola began in 1886 when Atlanta pharmacist Dr. John S. Pemberton created a flavored syrup with a distinctive taste. The company went on to be founded in 1892 and comprises the corporate division, which is headquartered in Atlanta, GA. Over one third of the Coca-Cola Company's revenue was produced in North America in 2021. Coca-Cola's sales volume growth, however, is most prominent in the Asia Pacific region.

Employment at the Coca-Cola Company

As with both revenue and income, the number of Coca-Cola employees has risen and fallen in recent years. In 2021, about 79,000 people were employed by the company, whilst employment peaked in 2012 at over 150,000. In comparison, the number of PepsiCo employees, one of Coca-Cola's biggest competitors in the soft drinks market which produces food and snack products along with soft drinks, reached around 291,000 in 2020.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. When you think about Coca-Cola's advertisements, what emotions or feelings do they evoke in you? Can you describe some specific ad campaigns or commercials that have left a lasting impression on you?

Average

1. Have you encountered any challenges or concerns in your professional role due to the increasing integration of AI technologies, such as DALL-E and GPT Systems? If yes, could you provide an example of such a challenge or concern? If no, can you foresee any potential challenges in terms of AI replacing or augmenting professionals in your field?

5. Discussion Questions

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Average

2. How would you assess the overall effectiveness of Coca-Cola's new campaign in terms of generating brand buzz, driving consumer engagement, and creating a positive brand perception among its target audience?

Difficult

1. What are some potential risks or challenges that brands like Coca-Cola might face when inviting fans to contribute their own ideas and creativity to advertising campaigns? How can these risks be mitigated?

These expressions and idioms can **be used when describing various trends, changes, or patterns** in charts, graphs, or data presentations.

1. **Shoot up** (phrasal verb) - to increase rapidly and sharply
ex) The sales figures for the new product **shot up** after the marketing campaign.
2. **Plummet** (verb) - to fall or decline steeply
ex) The stock prices **plummeted** after the negative news was released.
3. **Level off** (phrasal verb) - to stabilize or reach a steady state
ex) After a period of growth, the demand for the product **leveled off**.
4. **Skyrocket** (verb) - to increase dramatically and quickly.
ex) The company's profits **skyrocketed** after the successful launch of their new product.
5. **Plateau** (noun) - a period of stability or little change
ex) The revenue growth **reached a plateau** and remained steady for several months.
6. **Fluctuate** (verb) - to rise and fall irregularly or unpredictably
ex) The stock prices **fluctuated** throughout the day, responding to market conditions.
7. **Bottom out** (phrasal verb) - to reach the lowest point and then stabilize
ex) The housing prices finally **bottomed out** and showed signs of recovery.
8. **Surge** (verb) - to experience a sudden and significant increase
ex) The website experienced a **surge** in traffic after being featured in a popular blog.
9. **Slump** (noun) - a sudden and significant decline or decrease
ex) The company's profits **suffered a slump** due to the economic downturn.
10. **Rebound** (verb) - to recover or bounce back after a decline
ex) After a period of recession, the economy **rebounded with** strong growth.
11. **Peak** (noun) - the highest point or level
ex) The chart shows that sales **reached their peak** during the holiday season.
12. **Downturn** (noun) - a period of decline or decrease in economic activity
ex) The industry **experienced a downturn** due to changes in consumer preferences.
13. **Accelerate** (verb) - to increase in speed or rate
ex) The company's expansion plans **accelerated** after securing additional funding.
14. **Slow down** (phrasal verb) - to decrease in speed or rate
ex) The production rate **slowed down** due to a shortage of raw materials.
15. **Flattening curve** (idiom) - a gradual reduction or stabilization of a trend
ex) The chart indicates a **flattening curve** in COVID-19 cases, suggesting a decrease in infection rates.
16. **Break-even point** (noun) - the point at which total costs equal total revenue
The business needs to **reach the break-even point** to start making a profit.
17. **Double-digit growth** (idiom) - a growth rate of more than 10%
ex) The company **achieved double-digit growth** in sales for the third consecutive quarter.
18. **Taper off** (phrasal verb) - to gradually decrease or diminish
ex) The demand for the product **tapered off** after the initial launch hype.
19. **Upswing** (noun) - an upward or positive trend
ex) The market **experienced an upswing** as consumer confidence improved.
20. **Hit a plateau** (idiom) - to reach a point of stability or little change
The number of subscribers **hit a plateau** and remained steady for several months.