

COCA-COLA CREATIONS: **ZERO-TO-ONE** **GLOBAL MVP LAUNCH**

Global Digital Consumer Experience • Platform Architecture & Governance • 100+ Markets, 25+ Languages

OVERVIEW

Mission

Transform physical beverage “drops” into dynamic digital cultural moments, creating direct-toconsumer engagement loops for Gen Z.

Platform Vision

Build TCCC’s first fully localized global digital innovation hub - scaling fantasy flavors (space, pixels, dreams) into immersive web experiences.



ROLE

Chief Product Owner (Product Lead)

OWNERSHIP TENURE

January 2022 - December 2023

STRATEGIC DOCTRINE

"To remain timeless, you have to be extremely timely. Innovations like Creations don't just capture hype—they manufacture it."



THE CATALYSTS

01 ARCHITECTURAL FRAGMENTATION

Siloed Legacy Stacks

- Siloed tech stacks across Operating Units & local markets.
- Zero enterprise code reuse across global web properties.
- High drop-off rates due to inconsistent regional UX.

02 OPERATIONAL OVERHEAD

Manual & Slow Delivery

- Weeks of manual image/asset resizing per marketing campaign.
- Laissez-faire agency frameworks with zero unified backlog.
- Inability to hit fixed, synchronized global drop dates

03 COMPLIANCE & PERFORMANCE

Severe Tech Bottlenecks

- Low baseline performance scores across mobile web.
- Critical accessibility compliance gaps across markets.
- Fragmented 1st-party data collection violating privacy standards.

KEY FEATURES & CAPABILITIES



01 GEOLOCATION & ROUTING

- **QR code** on physical product / social link ingestion.
- Dynamic **geolocation detection & market participation** check.
- **Fallback** to Local Teaser (ASMR/countdown) or Default Splash)

02 DYNAMIC CONTENT FEED

- **Product Cards:** Localized product details & retail links.
- **Event Cards:** Direct portals to featured digital activations.
- **Info & Merch** b: Press, interviews, and local retail CTAs.

03 FRICTIONLESS ONBOARDING

- Zero-friction **instant registration** for 1st-time visitors.
- Seamless **SSO** sign-in prompt for returning users.
- Fully compliant **1st-party data ingestion** across 100+ markets

04 3RD-PARTY IMMERSIVE HUB

- Ava Max **WebAR** Volumetric Concert (8thWall / WebGL iframe).
- **Fortnite** 'Pixel Point' Island custom **metaverse experience**.
- WebGL **AI-generated digital art creation** (Marshmello drop).

USER JOURNEY: 2022 MVP LAUNCH



Decision Landing Page External/iFrame CTA CTA

IMPACT & SCALE: RECORD-BREAKING METRICS

+40

PTS

GOOGLE LIGHTHOUSE LIFT

Boosted overall performance score by +40 points over 6 weeks (+9 pt SEO, +98 pt Accessibility).

+71

GEN Z NET SCORE

Highest net score recorded by any marketing campaign in Coca-Cola company history

12.7M

NEW WEEKLY DRINKERS

Recruited 12.7M new consumers by connecting physical product drops with mobile web experiences.

100+

MARKETS / 25+ LANGUAGES

Scaled platform across 100+ global markets and 25+ localized languages simultaneously.

260K+

UNIQUE VISITORS

Attracted 260K+ unique visitors at launch with an exceptional 52% campaign retention rate.

7.3B

EARNED MEDIA IMPRESSIONS

Generated 7.3B earned media impressions and 11.9B social views (+7% young adult consumption).



THE PLAYBOOK: AGILE GOVERNANCE, VENDOR MANAGEMENT & OPERATIONS

Championed lightweight, high-velocity delivery methodologies to launch a complex global platform under aggressive global drop schedules.

LEAN GOVERNANCE

Single Backlog Precision

- Established unified Azure DevOps agile backlog routines.
- Ruthlessly prioritized critical MVP capabilities over scope creep.
- Weekly cross-functional syncs with IT, UX, and Global Brand Leads.

VENDOR/AGENCY ALIGNMENT

Multi-Agency Coordination

- Managed external creative/tech agencies (Virtue, Tool of NA, Reflektor, GUT).
- Established standardized SOWs, POs, and performance SLAs.
- Insulated core engineering pipeline from agency creative shifts.

TECHNICAL QUALITY STANDARDS

Scalable Operations & QA

- Implemented automated media delivery pipelines and release gates.
- Enforced strict GDPR/privacy and accessibility compliance.
- Created repeatable SOPs enabling seamless subsequent drop rollouts.



INDUSTRY RECOGNITION



“Coca-Cola Launches Global Innovation Platform Coca-Cola Creations”

Published 2022 Feb. 18

<https://www.businesswire.com/news/home/20220218005093/en/Coca-Cola-Launches-Global-Innovation-Platform-Coca-Cola-Creations>



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“Coke Lifts Off New Innovation Platform With ‘Space-Flavored’ Starlight Cola”

Published 2022 Feb. 18

<https://www.marketingdive.com/news/coke-lifts-off-new-innovation-platform-with-space-flavored-starlight-cola/619058/>



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“Coca-Cola Launches Global Innovation Platform Coca-Cola Creations”

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<https://investors.coca-colacompany.com/news-events/press-releases/detail/1048/coca-cola-launches-global-innovation-platform-coca-cola-creations>



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“How One Campaign Changed Everything for Coca-Cola”

Published 2023 Dec. 7

<https://www.adweek.com/brand-marketing/how-coca-cola-creations-changed-everything/>



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