



DRAFT—DO NOT DISTRIBUTE

COKE + FOOD

USING COCA-COLA® BEVERAGE AND FOOD
PHOTOGRAPHY TO DRIVE POS SALES

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CHANGE IS HERE.
AND THAT'S A GREAT THING.

A vibrant, high-angle photograph of a group of people gathered around a table. They are clinking several glass Coca-Cola bottles together in a toast. The bottles are condensation-covered and have red and white striped straws inserted into their openings. The scene is set on a red tablecloth, with plates of pizza and other food items visible in the background. The lighting is warm and focused on the central action of the clinking bottles.

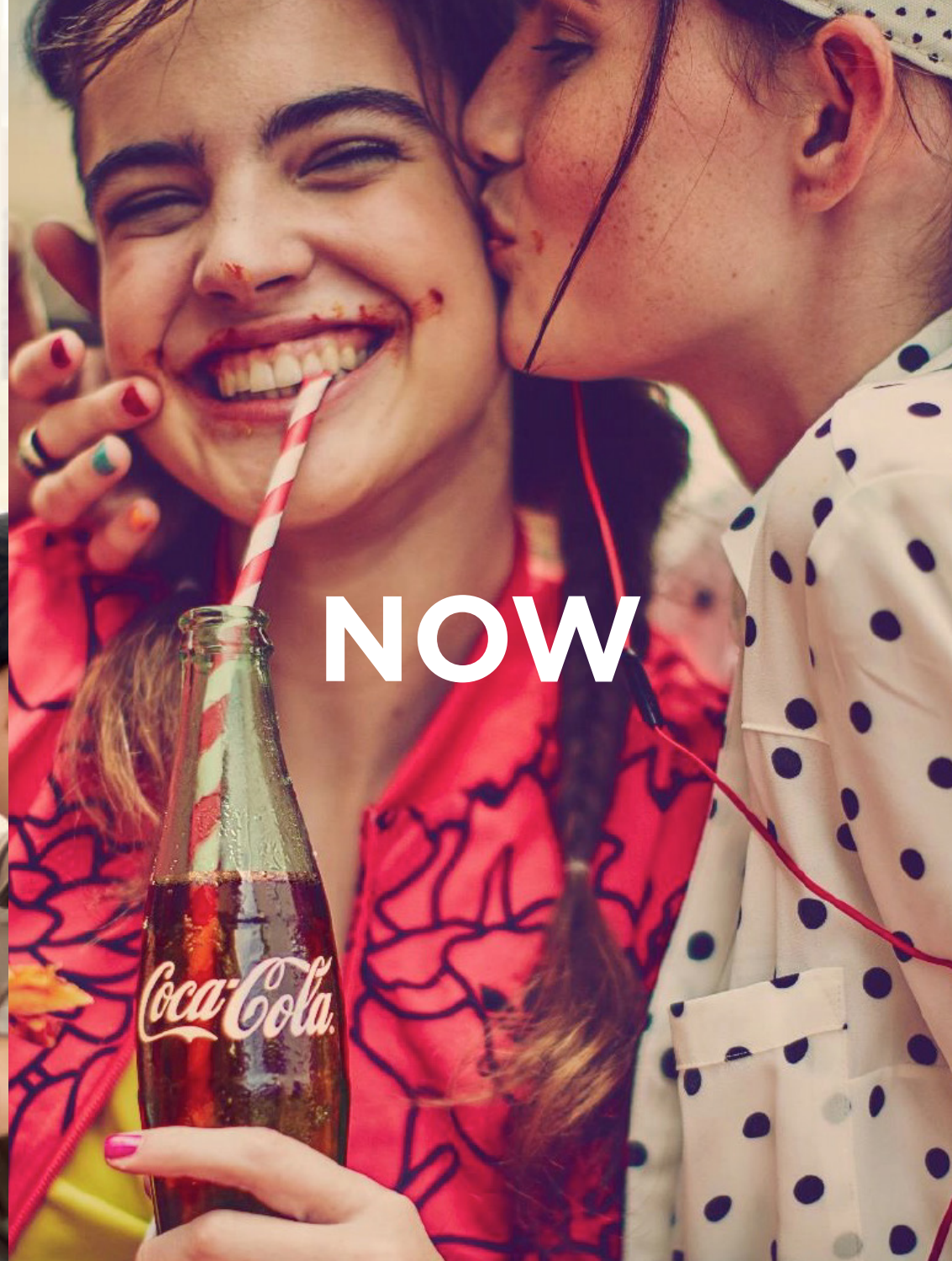
CARMA PHOTOGRAPHY IS CRUSHING IT

A young woman with long brown hair is smiling warmly at the camera. She is wearing a white t-shirt and blue denim overalls. In her right hand, she holds a pair of wooden chopsticks, which are lifting a piece of food from a white plate. In her left hand, she holds a glass of Coca-Cola with ice and a lime wedge. The background is softly blurred, showing other people in a social setting. A text box is overlaid on the image, containing the text: "IT HAS REENERGIZED THE BRAND AND INVITED CONSUMERS TO TASTE THE FEELING".

IT HAS REENERGIZED THE BRAND AND
INVITED CONSUMERS TO **TASTE THE FEELING**



THEN



NOW



THEN

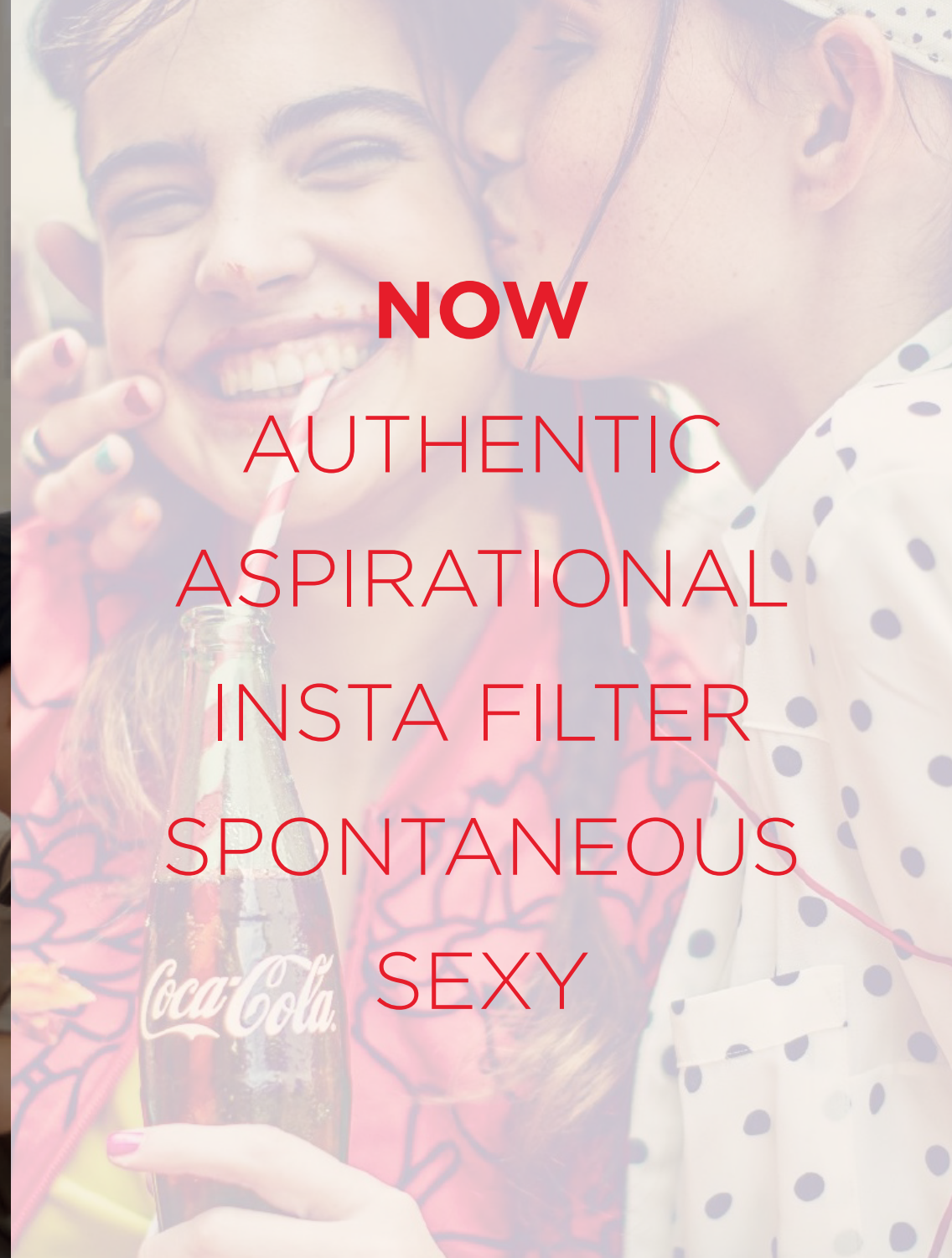
COMMERCIAL

SIMPLE

STUDIO LIT

STAGED

HAPPY



NOW

AUTHENTIC

ASPIRATIONAL

INSTA FILTER

SPONTANEOUS

SEXY

A hand with red nail polish is shown holding a fork with a piece of food, likely a burger or sandwich, in the foreground. In the background, two glasses of Coca-Cola are visible, one in sharp focus and one slightly blurred. The scene is set in a dimly lit environment, possibly a restaurant or bar, with warm lighting and bokeh effects in the background.

LET'S BRING CARMA SUCCESS TO COKE + FOOD

(BUT NOT IN THE SAME WAY EXACTLY)

HOW IS **COKE** + **FOOD**
DIFFERENT FROM **LIFESTYLE**?

01

Set-ups for Coke + Food are more complex.

Food photography is always demanding, plus we're building in flexibility for food, beverage and backdrop combinations to satisfy markets all over the world.

02

Coke + Food photography is both beautiful *and* functional. Primarily used on menu boards, the main need is for clear, informative communication. Menu boards help people discern information and simplify their selections.

COKE + FOOD PHOTOGRAPHY:

KEEPS COKE + FOOD CENTER
IS THE SEXIEST FOOD ON EARTH
FEELS AUTHENTIC + REAL



CREATE A CRAVING FOR COKE + FOOD
SO CONSUMERS SAY “THAT’S WHAT I WANT”



AND WE CAN **BUILD OUR BUSINESS** BY
DRIVING THE LOVE OF COKE + FOOD TOGETHER

THE NEW COKE + FOOD PHOTOGRAPHY **IS HERE.**

**Weeks of shooting. 50 modular images.
Food from over a dozen countries.**

Watch how we did it.



NEW RELEASES

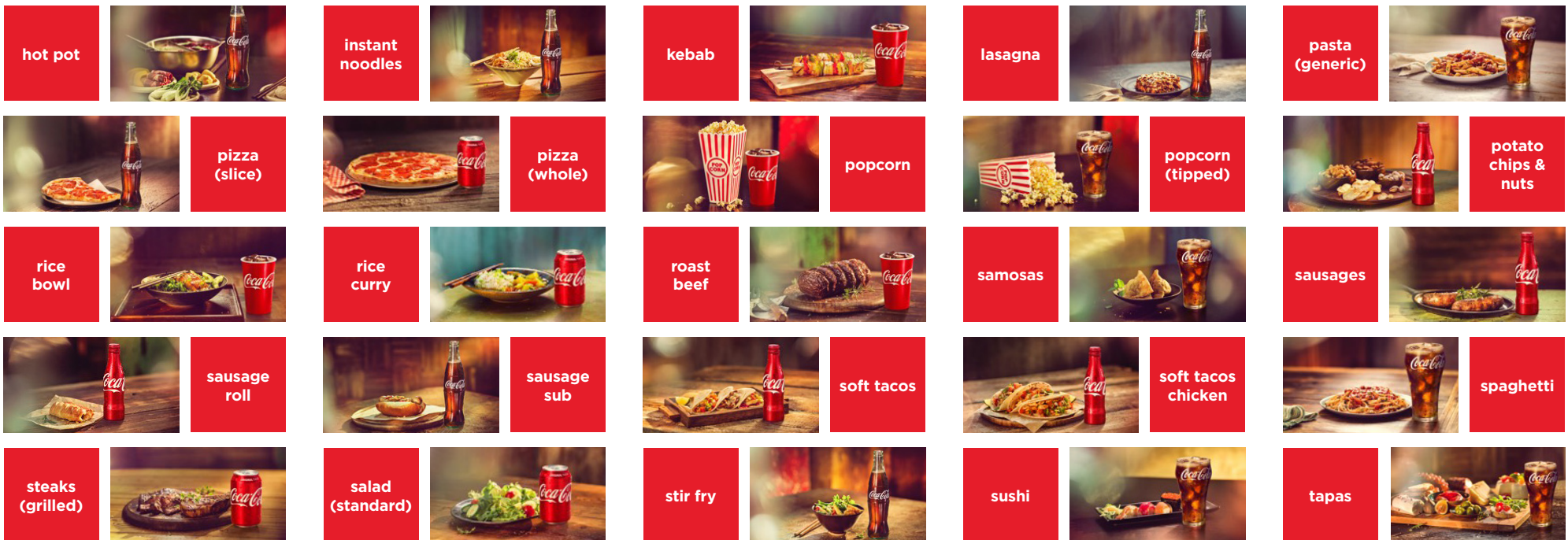


START WITH A NEW **IMAGE LIBRARY**

READY-TO-USE/50 FOOD ITEMS/TWO SETTINGS



IMAGE LIBRARY: MOOD IMAGES



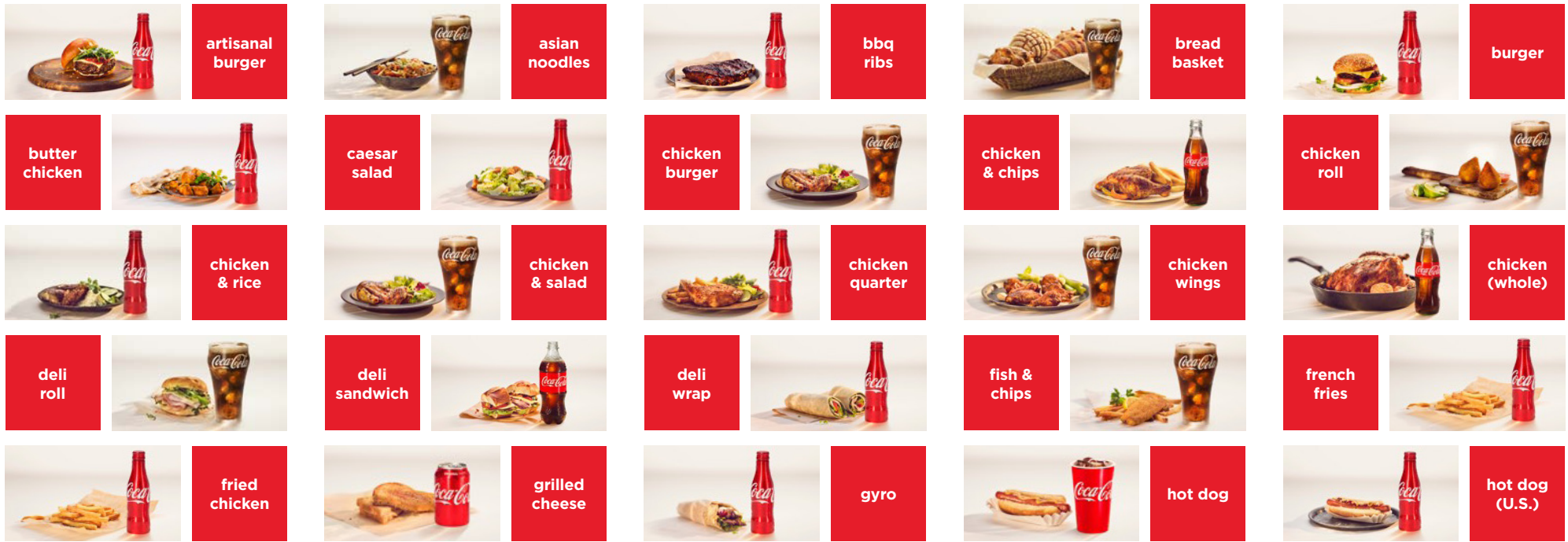
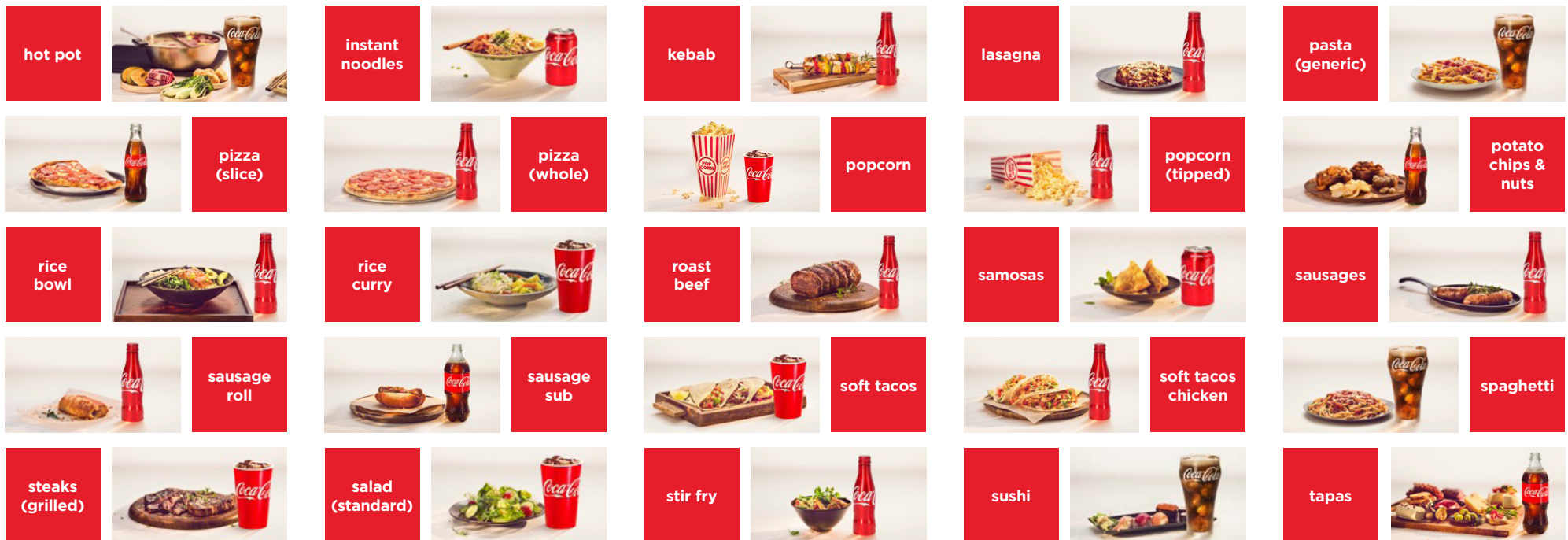


IMAGE LIBRARY: WHITE IMAGES





MOOD IMAGES ARE EMOTIONAL. THEY SHOULD FEEL LIKE THE MOST INVITING MEAL AT YOUR FAVORITE SPOT.

A sense of place

Authentic and warm, mood images draw you in. The light is playful and engaging. The surfaces are worn and authentic. And it goes without saying that Coke and the food look delicious.



Subtle touches

Mood images have backgrounds that are rich and color-saturated. In many cases, a lighter version of the background is also provided for more layout variations.



WHITE IMAGES ARE SIMPLE, LETTING COKE
AND FOOD BE THE STARS.





1 Grilled Chicken and Salad
Includes Coca-Cola beverage of your choice



2 Market Salad
Includes Coca-Cola beverage of your choice

4 Chicken Rolls
Includes Coca-Cola beverage of your choice

6 Chicken and Veggie Kebobs
Includes Coca-Cola beverage of your choice

7 Gyro
Includes Coca-Cola beverage of your choice

3 Deli Sandwich
Includes Coca-Cola beverage of your choice

5 Deli Wrap
Includes Coca-Cola beverage of your choice

Quiet but confident
White images stand out in busy, cluttered or dimly lit environments. They're also a good choice for menu boards or for showing options side by side.

MAKE IT MODULAR

THIS MODULAR, VERSATILE SYSTEM HAS THE
FLEXIBILITY AND VARIETY TO MEET GLOBAL DEMANDS.

PLUS, IT LOOKS AWESOME.

PRODUCT FLEXIBILITY IS BUILT IN

Switch it out

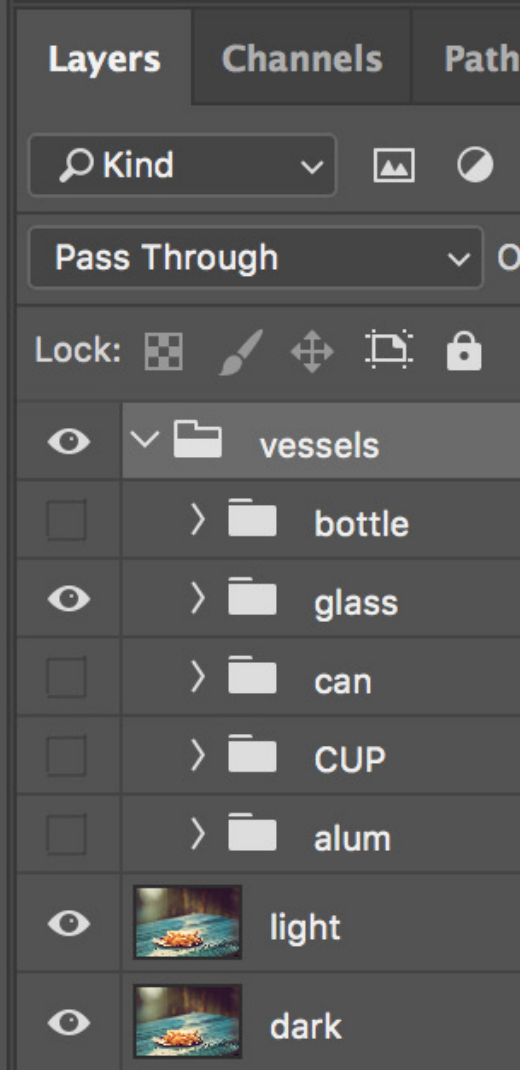
Every image in the new Coke + Food library already has the five primary vessels fully integrated.



PRODUCT FLEXIBILITY IS BUILT IN



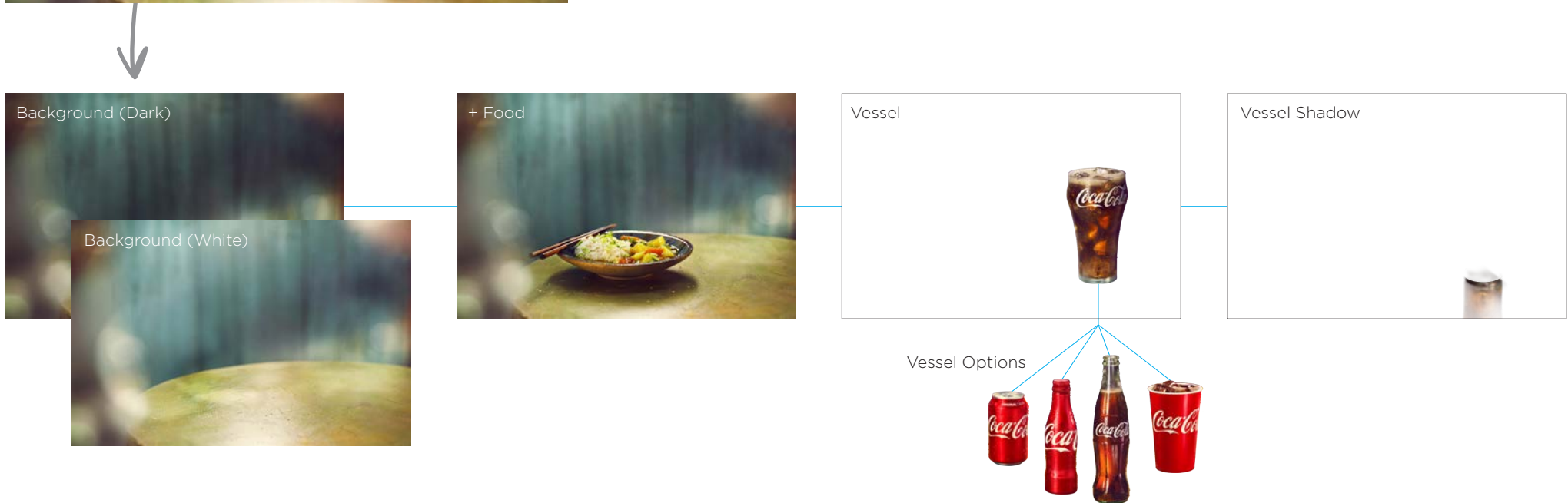
Changing vessels is as easy as turning layers on and off.



Files with flexibility.



Every image is a modular system consisting of layers of elements. To the background (dark and, in some cases, light) layer or layers, food is added. Vessels are on other layers, along with their shadows on accompanying layers. Flexibility is built into every file.



Modular images also let you:

—depict multiple beverages



—adjust the placement of the beverage



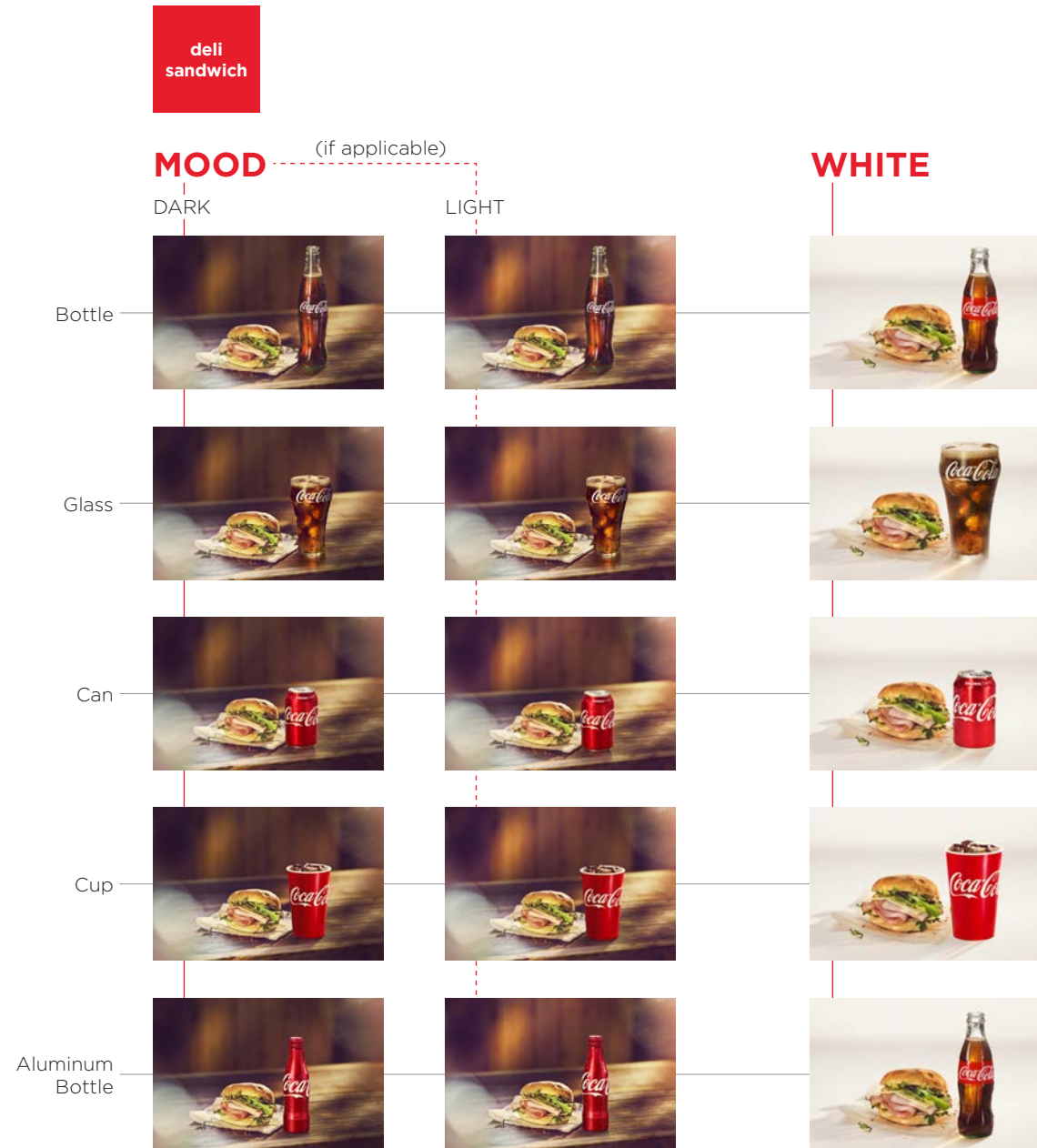
—make market-specific changes such as vessel or utensil replacements



FILE VARIATIONS

Each provided food file equals at least ten (and as many as fifteen) layout variations.

And the ability to select and place modular elements creates infinite possibilities.



Room to crop

Images are shot with extra space around the food and beverage to provide a range of options for cropping. The ability to move and/or switch out elements creates even more cropping and layout options.



switched to taller vessel for vertical layout and moved down slightly to front of bowl

moving the vessel in front of the food allows the juxtaposition needed for a macro crop

COMPOSITION

Get close.

The images allow a lot of room for cropping, but don't be afraid to get in there. Closeness enhances the appetizing appeal of THE SEXIEST FOOD ON EARTH. Move in, so we can experience the textures. Let's see those bubbles too.



COMPOSITION



Keep Coke + Food in the same focal area.

The shallow depth of field brings focus to the food: taking the beverage too far forward or back takes it out of focus. Plus, keeping the beverage in the focal area just looks more realistic.



PUT IT ALL TOGETHER

MEET THE CAST

COKE + FOOD

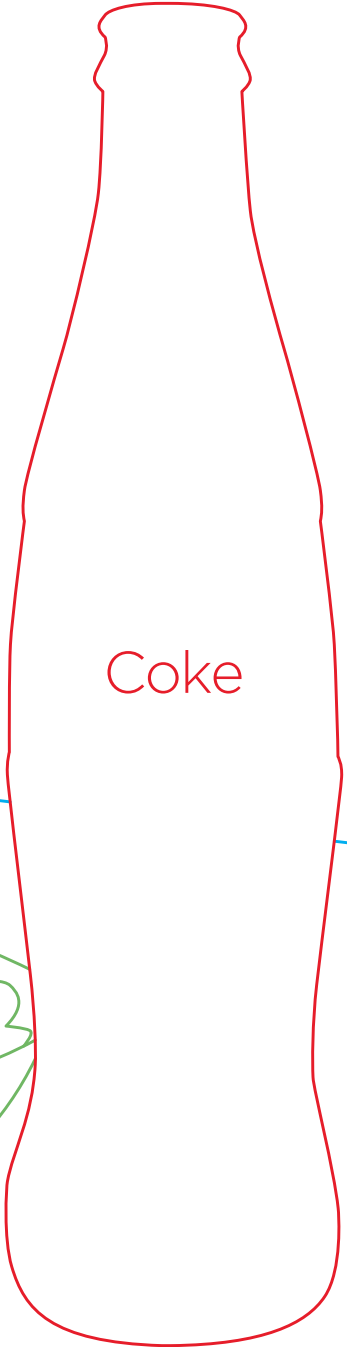
THE CAST

Backdrop
Background

Tabletop



Food



Coke

THE STAR
COKE





COKE SHOULD LOOK AS AUTHENTIC AS POSSIBLE:
FROSTY, INVITING, DELICIOUS AND ALIVE.

“cold and fizzy,
sensual and soft,
prickly and sharp,
refreshing,
surprising,
relaxing,
brightening,
unlike anything
on the planet”



overall cola color
sunset oranges,
dark chocolate,
hints of caramel,
accents of amber

green glass
not overpowering
concentrated areas
of color

exterior condensation
the least needed to
look ice cold—never
more than this

shoot cold
observe frost
let it dissipate naturally

SHOOTING COKE



bubbles rising
catching the light
small & grouped

real ice
(when possible)
full range of color
frosty exterior

fresh pour
never flat, always foam

genuine fizz
like a sparkler
shooting lines in
all directions

PRIMARY VESSEL OPTIONS

Here are the primary vessels available for use in every file.



Can



Glass



Bottle



Cup



Aluminum
Bottle

THE CO-STAR
FOOD



A close-up photograph of a person's hands holding a cluster of small, round, dirt-covered potatoes. The person is wearing a dark, quilted jacket and blue jeans. The background is a blurred green field, suggesting an outdoor setting. The lighting is natural, highlighting the texture of the potatoes and the person's hands.

THE FOOD SHOULD BE SEXY TOO. AND NOTHING'S SEXIER
THAN THE FRESHEST INGREDIENTS, SOURCED THE SAME
DAY OF THE SHOOT.

FOOD IS A UNIVERSAL LANGUAGE. TO
SPEAK IT FLUENTLY, EVERY INGREDIENT,
EVERY DETAIL NEEDS TO BE AUTHENTIC
AND NATURAL.



Perfectly imperfect

Waxed paper, crumbs, softly folded napkins, scattered herbs: these bits of realism add up to make food approachable, real and delicious.



HEALTHY PORTIONS

A meal for one person to finish and enjoy.

The food portion next to a Coke should show the right size for the average appetite on a healthy scale. Be careful not to portray an overserve: we don't want to encourage overconsumption.



PAIRINGS

Choose healthy pairings whenever possible.

Balance dishes with sides that add a nutritional benefit but still look delicious and inviting. Think veggies, not Twinkies.

Don't be afraid to let food items stand alone. The burger on its own is a sufficient serving, so it doesn't need a side item.



PLATING

Keep the plating modest and real.

Simple is best when choosing a base for the food. From a simple plain piece of waxed paper to a metal tin to a chopping board, choose plating that makes sense for the food and the environment. Most of all, it should enhance (not detract from) the food.

Avoid high sides that would obscure the food. However, even with high sides, food may need propping up—especially flatter food like pizza or steak.



COKE + FOOD TOGETHER

PERSPECTIVE

Keep it human.

The food should seem as though viewed from a human perspective, just as though you're sitting down to enjoy a meal. It should be shot from the front and slightly above.

Using simple visual architecture for every image creates consistency, and consistency is essential to flexibility and modularity.



SETTING THE STAGE

BACKGROUNDS

THE BACKGROUND IS AS WELCOMING AS YOUR OWN HOME. THE BACKDROP AND TABLETOP SHOULD BE WARM, COZY AND INVITING.

It all starts with the food.

“The way that I choose the environment and the setting is more on an emotional level, once we see what the plate of food is, then what physical plate it’s on—whether it’s on a board or a plate, what color is it. And then I go through the surfaces that we have and check how it looks against the surface.”

—MARTIN WONNACOTT, PHOTOGRAPHER



SURFACE

Weathered.

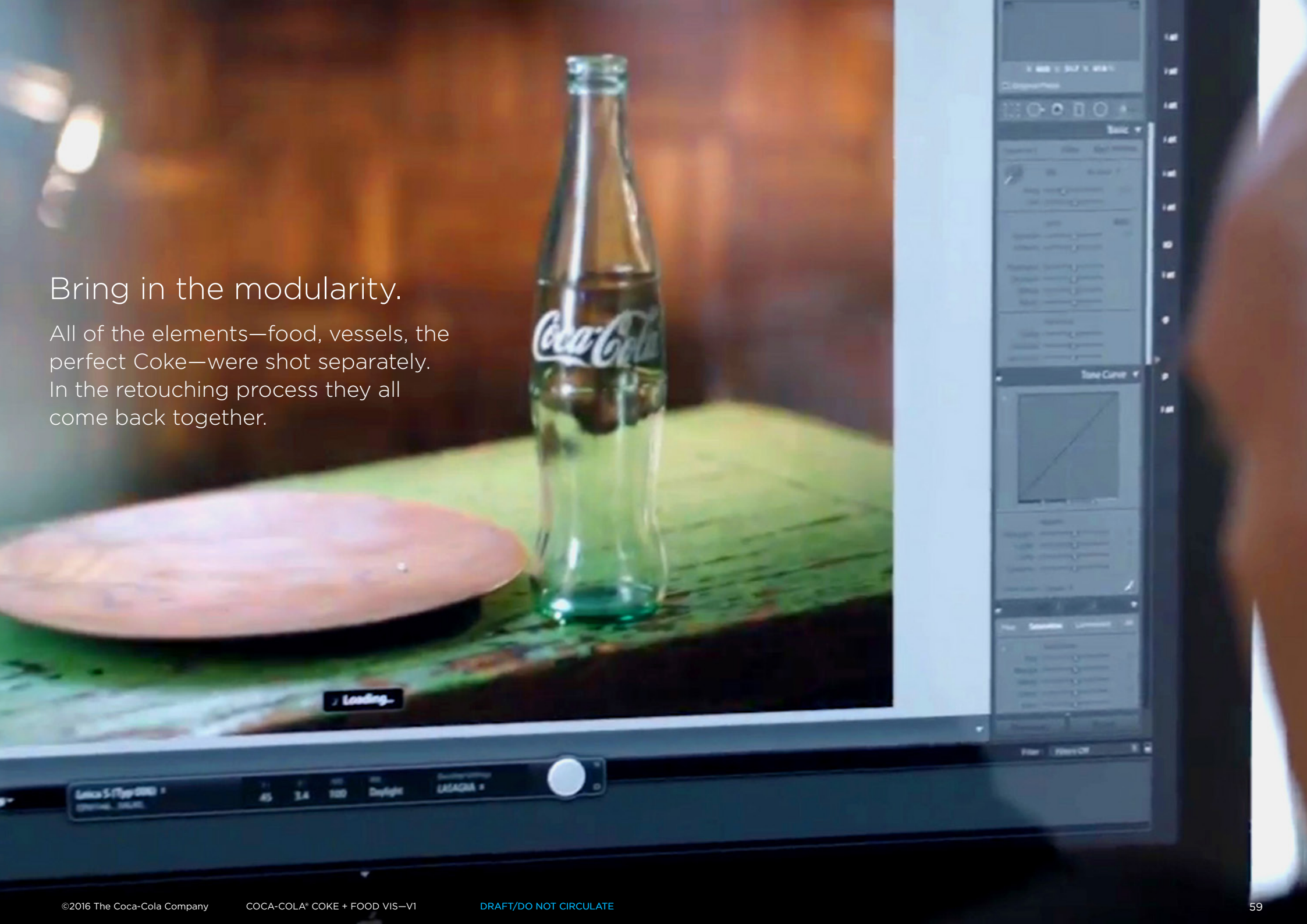
Instead of shooting on a perfect, shiny surface, look for surface pieces with character—like your favorite table at the local pub. A little beat up, weathered wood or fading paint all adds to the warm tone of the photography.



SPECIAL EFFECTS

Bring in the modularity.

All of the elements—food, vessels, the perfect Coke—were shot separately. In the retouching process they all come back together.



Creating the file.

It takes many images to build the final image. First, the backdrop + surface are shot. Then food is added and shot. Finally a stand-in vessel is shot for reference in regards to size, light and shadow and replaced in post with a perfect Coke.



Substitute your own photo.

It's always best to shoot all of the modular elements at once: it's the best way to make sure that the lighting, shadows, color and perspective match across the backdrop/surface, food and the empty vessel that would be replaced in post.

It may be cost-prohibitive to do so, or too time intensive. In cases where an entire shoot from scratch is difficult, a single layer may be replaced. Do your best to match the the existing image library and to make sure that the new layer makes visual sense in context of the photography.

Vessel Switch

PET bottle (not one of the primary five vessels provided) added to the photography



USING THE IMAGE LIBRARY
WITH NEW PHOTOGRAPHY

Switch it out.

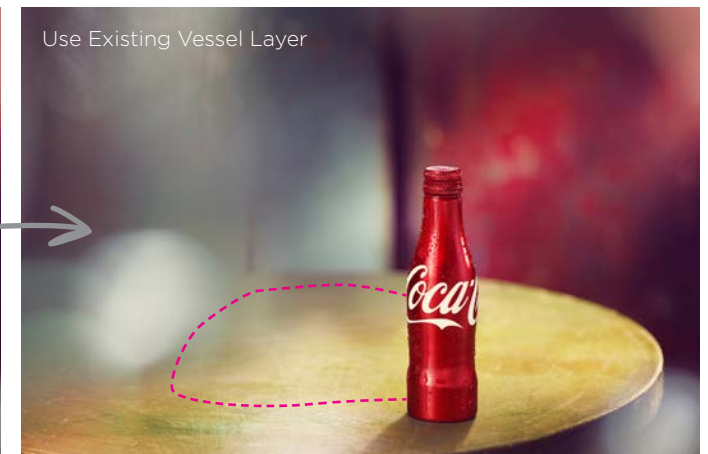
You may want to integrate new food into the photo—or different utensils or vessels. Use your best judgement as you implement new photography: make it match as best you can.

Food Switch



Use Image Library photo for reference to match light and shadow of added element.

Beverage Switch



Carma, but different.

The carma retouching process has to be adapted for food photography for one simple reason: **food must be true to life.**



BEFORE AND AFTER
RETOUCHING

BEFORE

AFTER



BEFORE AND AFTER
CARMA FILTER

BEFORE



AFTER



BEHIND THE SCENES

A woman with dark hair, wearing a black top and a silver bracelet, is leaning over a table. She is carefully adjusting a golden-brown fried food item. In the background, a man is operating a professional video camera on a tripod. The camera is pointed towards the woman. A clear glass bottle is visible on the left side of the table. The scene is set in a studio or production environment with various equipment and cables visible.

THE STYLIST

The food drives the look of the shoot.

So, you're the stylist. Your job is to make your models, Coke and the food beside it, look DAMN SEXY. You've seen all the scrumptiously gorgeous people in the CARMA lifestyle photography, right? If they were food, they'd be this food in the images you're about to create.

You'll find your own rhythm and techniques as you roll up your sleeves and get familiar with the food and the product. From the abundant wisdom of Amy Lord, the food stylist behind the sick new Coke + Food image library, these **eleven tips cover the big themes** to keep top of mind.



01 PLAY MATCHMAKER

If you're shooting new images, that means there's a need to show Coke with food that isn't represented in the Coke + Food image library of 50 different international specialties.

When selecting food to pair with Coke:

- ▶ Is the food delicious?
- ▶ Is it photogenic?
- ▶ Is it nutritious and healthy?
- ▶ Is it something people naturally want to eat and serve with a Coke?
- ▶ Will they make magic together?

02 ROUND UP THE CREW

Depending on the scope of your shoot, you may need a pretty sizable team helping you source and prepare the food.

▶ **Who**

Try a mix of professional chefs as well as good home cooks in the kitchen.

▶ **Why**

To make the food authentic—from the ingredients to the way they're cooked to plating and garnishes.

▶ **What**

Designate certain helpers to cook and others to go out and purchase the ingredients, so everybody has their own focus.

03 SHOP SAME DAY

You must use the freshest ingredients. There's no way around it. Fresh ingredients hold up best on set, and they convey a delicious authenticity that maximizes the appetite appeal of both the food and Coke.

Send your team out to the farmers market, butcher shop, international store—wherever they need to go—to find the perfect tomato, the most beautiful head of lettuce and just the right cut of meat the very day of the shoot.



04 GET WHAT YOU NEED (FROM COKE)

Collaborate with your contacts at Coke to get the information and products you need.

Bottles

Coke will provide you with special bottles which are prepared just for photography and can't be found in the store. These bottles are:

- ▶ Color-corrected
- ▶ Appropriate for the shoot
- ▶ Have no barcodes or ink stamps
- ▶ Logo and labeling are accurate and correctly applied

Product

Coke can offer guidance on the right way to portray the product (see the **Shooting Coke Guidelines** for specific detail). These details include the:

- ▶ Appearance of foam and bubbles
- ▶ Amount of liquid in the vessel
- ▶ Right type of ice and frost
- ▶ Dilution with Sprite or water to achieve the ultimate range of color

05 KEEP IT CLEAN

As you're handling the food and props, be careful not to create **smudges and grease spots**.

Lord advises that stylists wear gloves, especially when holding and touching the Coke vessels, which need to be immaculate. **Fingerprints and stains affect the way light shows through the glass**, preventing the liquid from looking its best.

06 BE REAL

No fake food

Everything on the set should be real and ready to serve to someone. Use nothing artificial.

Treat like a star

Once the food is cooked, bring it straight to the set, as you would at a dinner party. Nothing should sit around. Don't use your beautiful real dish to set the lights. Like in a movie, provide a stand in dish and bring out your star for the real shot.

Accessorize

Sprinkle salt, pepper, cheese or herbs casually over the food (if the dish calls for it). Don't overgarnish or decorate, and let things fall naturally without cleaning the plate up afterward. This creates a more lived-in appearance that doesn't feel staged.



07 DON'T OVERSERVE

An appropriate portion size that one person could eat is much more appealing than an excessive amount of food.

Key phrase

Keep in mind the average appetite on a healthy scale.

08 GET PERSPECTIVE

Remember that the **proper perspective is a human perspective**, as though the viewer is sitting down to a delicious meal.

If you only view the food from above, you may miss details. When shooting:

- ▶ Get down to the appropriate angle to view the food
- ▶ Look at the monitor to ensure all your ingredients and components are making it into the shot
- ▶ Choose dishware with low or no sides
- ▶ For flatter foods, you may need to use tweezers or another prop to tilt the back of the food up at a slight angle

09 MAKE FRESH LAST

To maintain freshness throughout the shoot, you'll need to deploy a few tricks to keep the appearance that the food has just been cooked.

- ▶ Simple misting with water usually does best.
- ▶ Don't brush the food with oil unless you're working with a dish that contains oil, such as something marinated. Things will start looking greasy, and the oil actually breaks down the food.
- ▶ Keep cold food cold, and shoot hot food straight away. But there are exceptions. A hot burger can ruin a fresh, crisp piece of lettuce at first contact. Best to let the meat cool in that example.



10 PLAN AHEAD

Run through your day ahead of time:

- ▶ Consider the resources you'll need
- ▶ Review who's doing what
- ▶ Troubleshoot moments that might go wrong
- ▶ Spend time learning the intrinsic characteristics of Coke
- ▶ Know how much food you're going to need, and source at least double that amount. If you have to start over on the set for any reason, you'll be glad you brought backup.

In terms of cooking and preparation, the more details you can decide on in advance, the better.

11 PLAN TO GO OFF PLAN

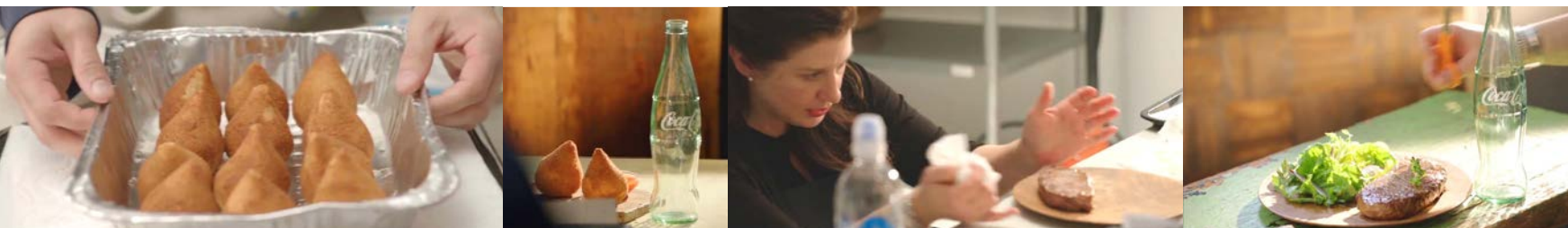
Even the experts who have shot Coke with food time and time again will tell you that each and every situation is unique. With its fizz and its foam and its colors, Coke is a living model.

Variables

- ▶ Location of the shoot
- ▶ Lighting
- ▶ Whether someone's holding the bottle
- ▶ Type of vessel
- ▶ Height the Coke is poured

Adaptability, energy and creativity are required, but so is organization. Play around with the beverage, and create a repeatable methodology. If you're diluting with Sprite or water, do so incrementally in measured amounts instead of randomly.

Every image of Coke will have its own refreshing feel—a unique personality that reflects the style of the photographer, the retoucher and the stylist.





THE PHOTOGRAPHER

The inconsistencies and imperfections make Coke beautiful.

Photographer Martin Wonnacott spent three weeks in NYC shooting Coke with fifty different foods from over a dozen countries, perfecting the best tricks for bringing CARMA magic to Coke+Food along the way. These pages recap everything he had to say about the experience.





THE RETOUCHER

APPENDIX

COKE + FOOD CONTACT INFORMATION

GROUP NAME

Name, Title

Contact Information

GROUP NAME

Name, Title

Contact Information

GROUP NAME

Name, Title

Contact Information

GROUP NAME

Name, Title

Contact Information

THANK YOU



COKE + FOOD

USING COCA-COLA® BEVERAGE AND FOOD
PHOTOGRAPHY TO DRIVE POS SALES