

AESTHETIC INTELLIGENCE IN COCA-COLA'S 2024 'CREATE REAL MAGIC' CAMPAIGN: GENERATIVE AI AND VISUAL STORYTELLING

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Abstract: This study examines how Coca-Cola, a big brand long associated with emotional storytelling, used generative artificial intelligence (AI) in its 2024 "Create Real Magic" campaign. Unlike the company's traditional nostalgic advertisements, the campaign introduced three AI-generated Christmas ads, "Unexpected Santa," "Secret Santa," and "Silver Santa," that featured surreal imagery and experimental storylines. A qualitative case study design was applied, drawing on secondary data from official campaign materials, media coverage, the three advertisements, and YouTube audience comments. The analysis focused on visual themes, symbolic elements, and audience responses. The findings reveal a clear shift from Coca-Cola's warm, human-centered narratives. The AI-driven ads enabled faster production and creative experimentation but weakened authenticity and emotional depth. Audience reactions were sharply divided, while some praised the innovation, others criticized the ads as "creepy," "soulless," or inconsistent with Coca-Cola's holiday traditions. These polarized responses reflect both the creative opportunities of generative AI and wider ethical concerns over authenticity and trust in advertising. The novelty of this research lies in its focus on a globally famous brand's direct use of generative AI in mainstream advertising. The study concludes that while AI expands creative horizons, big brands risk alienating audiences if innovation overshadows emotional connection. Limitations include reliance on secondary data and the absence of performance metrics such as demographic reach or engagement rates. Future research could address these gaps through focus group discussions, A/B testing, or multimodal analysis to offer more details about consumer responses to AI-driven advertising.

Keywords: advertising, brand aesthetics, Coca-Cola, generative AI, visual storytelling,

Abstrak: Penelitian ini mengkaji bagaimana Coca-Cola, sebuah merek besar yang lama dikenal dengan storytelling emosionalnya, menggunakan kecerdasan buatan generatif

(AI) dalam kampanye “Create Real Magic” tahun 2024. Berbeda dengan iklan-iklan tradisional mereka yang bernuansa nostalgia, kampanye ini menampilkan tiga iklan Natal berbasis AI, “Unexpected Santa,” “Secret Santa,” dan “Silver Santa,” yang menghadirkan gambar surealis dan alur cerita eksperimental. Desain studi kasus kualitatif digunakan dengan memanfaatkan data sekunder dari materi resmi kampanye, liputan media, ketiga iklan tersebut, dan komentar audiens di YouTube. Analisis difokuskan pada tema visual, elemen simbolis, dan tanggapan audiens. Hasil penelitian menunjukkan adanya pergeseran yang jelas dari narasi Coca-Cola yang hangat dan berpusat pada manusia. Iklan berbasis AI memungkinkan produksi lebih cepat dan eksperimen visual yang lebih bebas, tetapi juga melemahkan autentisitas dan kedalaman emosional. Reaksi audiens terbagi tajam, sebagian memuji inovasi tersebut, sementara yang lain mengkritik iklan sebagai “menyeramkan,” “tak berjiwa,” atau tidak sesuai dengan tradisi liburan Coca-Cola. Respon yang bertentangan ini mencerminkan peluang kreatif dari AI generatif sekaligus kekhawatiran etis yang lebih luas terkait autentisitas dan kepercayaan dalam periklanan. Kebaruan penelitian ini terletak pada fokusnya terhadap penggunaan langsung AI generatif oleh sebuah merek terkenal global dalam iklan arus utama. Penelitian ini menyimpulkan bahwa meskipun AI memperluas cakrawala kreatif, merek besar berisiko mengasingkan audiens jika inovasi menggeser hubungan emosional. Keterbatasan penelitian mencakup penggunaan data sekunder dan ketiadaan metrik kinerja seperti jangkauan demografis atau tingkat keterlibatan. Penelitian selanjutnya dapat menutup celah ini melalui focus group discussion, uji A/B, atau analisis multimodal untuk memberikan wawasan yang lebih mendalam tentang respons konsumen terhadap iklan berbasis AI.

Kata kunci: AI generatif, Coca-Cola, AI generatif, estetika brand, narasi visual, periklanan

INTRODUCTION

A lot of people know that Coca-Cola was one of the first companies to use stories in their ads. The company’s ads use nostalgia and human connection to connect with people on an emotional level. Coca-Cola uses these methods to build strong relationships with its customers through creative advertising and brand loyalty. Coca-Cola has a long history of advertising that shows they know how powerful stories can be when it comes to feelings. Campaigns do more than just sell things, they also promote ideas of being together and having shared experiences. This makes the brand a leader in telling stories that work (Tavares & Silitonga, 2023). This is part of a larger trend in advertising research that shows how powerful stories can be for getting people to pay attention and change their minds. Brands can

connect with people on an emotional level by telling stories. This can make people more loyal and more likely to buy something. People are more likely to like a brand if they like and connect with a story (L. Wang, 2023; Yang & Kang, 2021).

Coca-Cola is widely recognized as a pioneer in brand storytelling. The company often creates emotionally engaging advertisements built on nostalgia and human connection. These strategies help Coca-Cola build strong relationships with its audience through creative marketing and brand loyalty. Coca-Cola's marketing history shows a deep understanding of the emotional power of storytelling. Campaigns not only promote products but also highlight themes of togetherness and shared experiences, reinforcing its position as a leader in effective brand storytelling (Tavares & Silitonga, 2023). This reflects a broader trend in advertising research, where narrative persuasion is seen as a powerful way to engage consumers and influence their attitudes. Storytelling allows brands to form emotional bonds with audiences, which can increase loyalty and purchase intentions. When people enjoy and connect with a story, they are more likely to view the brand positively (L. Wang, 2023; Yang & Kang, 2021).

Coca-Cola has repeatedly demonstrated the emotional depth of its advertising by using familiar media, characters, and cultural symbols. For example, Coca-Cola Zero campaigns combined visuals, sounds, and relatable stories to encourage audiences to connect with the brand and aspire toward a positive self-image (Yuliati et al., 2024). Christmas advertisements featuring Santa Claus evoke nostalgia and collective memory, strengthening brand loyalty (Otieno, 2021). Campaigns such as "Share-a-Coke" personalized consumers' experiences by placing names on bottles, while TikTok's "#CokeDance" encouraged audience participation and extended the brand's storytelling into digital platforms (Su, 2023; L. Wang, 2023). These examples

show how Coca-Cola balances its global identity with localized cultural meaning (Zheng, 2023).

At the same time, advances in digital technology are reshaping how stories are told in advertising. Brands now use generative artificial intelligence (AI) tools, such as text-to-image models, synthetic voice systems, and automated video generators, to produce content quickly and at scale (Kaplan & Haenlein, 2020; Kietzmann et al., 2018). In 2024, Coca-Cola launched the “Create Real Magic” campaign in collaboration with AI studios in Los Angeles, Kuala Lumpur, and San Francisco (The Coca-Cola Company, 2024). The campaign included three AI-generated Christmas ads, “Unexpected Santa,” “Secret Santa,” and “Silver Santa.” These ads introduced surreal imagery and computer-generated storylines, departing from Coca-Cola’s classic, human-centered storytelling. While innovative, the campaign sparked mixed reactions. Some audiences appreciated the fresh visuals, while others felt the ads lacked the emotional depth of earlier Coca-Cola campaigns (Scanlan, 2024).

The introduction of AI into Coca-Cola’s advertising highlights both opportunities and challenges. Generative AI enables rapid production and creative experimentation, but it also risks reducing the warmth and emotional connection that have long defined Coca-Cola’s brand. This tension presents a research gap: little is known about how global brands use generative AI in visual storytelling while maintaining audience connection. To address this gap, this study examines how Coca-Cola used generative AI in the 2024 Create Real Magic campaign to reshape its visual storytelling and how audiences perceived and responded to these AI-generated advertisements compared with its traditional, emotionally driven campaigns.

METHODS

This study used a qualitative case study design to analyze Coca-Cola's 2024 "Create Real Magic" campaign. The case study approach was chosen because it allows for an in-depth examination of how generative artificial intelligence (AI) was applied in advertising and how audiences reacted to it. The research drew on secondary data from publicly available materials, including official Coca-Cola campaign documents, three AI-generated Christmas advertisements on YouTube ("Unexpected Santa," "Secret Santa," and "Silver Santa"), media articles discussing the campaign, and audience comments posted on YouTube. Data were included if they were published between October and December 2024, available in English or reliably translated, and directly related to the "Create Real Magic" campaign.

The advertisements were analyzed at the level of key scenes and recurring visual symbols, such as Santa Claus, Coca-Cola trucks, and animals. Audience reactions were examined at the level of individual YouTube comments, drawn from each advertisement. The analysis was conducted in two steps. First, the advertisements were reviewed to identify storylines, themes, and visual styles. Second, these findings were compared with media coverage and audience comments to explore how viewers interpreted and responded to the ads. Particular attention was given to emotional reactions, the use of surreal AI-generated imagery, and contrasts with Coca-Cola's traditional advertising style.

To improve reliability, findings from advertisements, news reports, and audience comments were cross-checked to identify consistent patterns across different sources. All data were taken from public platforms, and no private or identifiable information was used. Audience comments were paraphrased or anonymized where necessary to protect individual privacy.

RESULTS AND DISCUSSION

The analysis of Coca-Cola's "Create Real Magic" campaign shows a major shift in their visual storytelling, which in their advertising is influenced by the use of artificial intelligence (AI) technology. The three AI-generated ads are "Unexpected Santa," "Secret Santa," and "Silver Santa." All three ads feel like a shift from Coca-Cola's traditional visual style and storytelling, where they typically create warm, human-focused ads. Instead, these three ads feature visuals that are whimsical, imaginative, and uniquely styled. Technological developments like AI played a significant role in creating this impression.

This analysis is limited to Coca-Cola's three AI-generated advertisements, which were released between October and December 2024. The scope includes official campaign materials, the ads uploaded to YouTube, related media coverage, and audience responses posted online in English. By setting these boundaries, the study focuses on both the visual content of the advertisements and the public reception within a clearly defined time frame and set of media platforms.

The changes in this advertisement are not only about keeping up with technological developments but also show a change in how Coca-Cola delivers its campaign messages in the digital age. Based on these three advertisements, the use of abstract and unusual images is not just a visual style but also has a psychological impact on the audience. Previous research has shown that the use of abstract images can make the audience more emotionally involved and feel more connected to the message being conveyed (Naletelich et al., 2023). In today's media landscape, which often leaves audiences feeling alienated and less connected to brands, the use of abstract imagery like this may actually evoke a sense of community and imagination.

Therefore, Coca-Cola's visual changes in these advertisements are in line with their emerging emotional branding strategy. One way they achieve this is by using unusual visuals to evoke deeper feelings and thoughts in the audience. This approach can be even more impactful than traditional straightforward storytelling with simple visuals.



Figure 1. Some scenes from unexpected santa ads
Source: YouTube/Coca-Cola - "Unexpected Santa" (2024)

Narrative analysis in the "Unexpected Santa" advertisement shows that traditional advertising elements such as a clear storyline, human characters, and a strong emotional connection with the audience seem to be underused or even omitted. As seen in Figure 1, the ad features some scenes with glowing trucks traveling through a snowy mountain road lined with illuminated Christmas trees, establishing a dreamlike and surreal tone. In another scene, the convoy passes under a stone archway lit with holiday lights, a visually striking but inconsistent sequence where truck proportions differ from earlier frames. And in another scene, the trucks drive through a stylized snowy village, where their shapes and sizes appear to shift once again. These irregularities became a focal point of audience criticism, with one viewer mocking that *"the shape of the trucks changes with every shot."*

Audience responses to this ad showed sharp contrasts. Some viewers criticized the visual as unsettling, writing, *"We're lost in the uncanny valley. This is just creepy,"* and *"this sucks, and it's creepy as hell. Next time I want a Coke, I will just drink an AI one bought using my AI money."* Others, however, expressed appreciation, with one stating, *"What a fabulous advert full of*

Christmas spirit,” and another defending the creative choice, *“I like it...it’s cute, and why not use AI when it’s something as intricate as this?”* These polarized reactions highlight the tension between novelty and discomfort in AI-generated visuals. Yet prior research emphasizes that designing advertisements with creative ideas can attract consumer interest and strengthen brand image, suggesting that Coca-Cola’s experimentation with surrealism may still contribute to long-term differentiation despite short-term criticism (Hamzah & Elizabeth Susanti, 2024).

This new style mirrors a wider trend in advertising, favoring quirky and abstract visuals over traditional story structures. Recent research suggests that many modern advertisements prioritize unique, open-ended visuals over linear storytelling with clear protagonists (Sung et al., 2023). Coca-Cola’s shift from its signature warm-hearted narratives to AI surrealism is an example of this growing trend.



Figure 2. Some scenes from secret santa ads
Source: YouTube/Coca-Cola - “Secret Santa” (2024)

The “Secret Santa” advertisement presents another striking example of AI-driven imagery. Figure 2 shows a scene of a festive crowd with glowing lights and falling snow, yet many viewers described the faces as “lifeless,” noting a lack of emotional authenticity. In another scene, the ads provide a close-up of smiling twin girls in red hats, whose appearance was unsettling to some audiences, embodying the uncanny valley effect of being “almost human but not quite.” And in another scene, the ad depicts a herd of deer in a snowy forest, where anatomical inaccuracies, such as antlers paired with a

juvenile spotted coat, prompted ridicule from viewers, with one writing, *“A mature buck with that size of rack outgrew its spots a very long time ago.”*

Audience comments reflected broader dissatisfaction. Some rejected the ad outright, with remarks such as *“You can literally feel the lack of soul in every shot”* and *“Why should I care about a product that they didn’t even care enough about to make a real commercial for?”* Others framed the ad as brand disloyalty, with one viewer claiming, *“Feels like a huge step back of innovation... It made me want to switch to Dr. Pepper and Pepsi instead.”*

These reactions can be explained by the “uncanny valley” theory, which suggests discomfort arises when characters resemble humans closely but imperfectly (Diel et al., 2022). In AI-generated media, such subtle distortions in facial features or body proportions heighten unease (MacDorman & Chattopadhyay, 2016). As Diel et al. (2023) argue, the effect may also stem from visual inconsistencies that disrupt cognitive processing (Diel et al., 2023). The “Secret Santa” ad demonstrates how AI visuals, while technically innovative, risk alienating audiences when human likenesses are not convincingly rendered. This is significant because emotionally resonant content has been shown to drive stronger audience engagement (Dinanti & Hadi, 2021). Coca-Cola’s inability to evoke genuine emotion here may explain why viewers perceived the ad as lacking soul.



Figure 3. Some scenes from silver santa ads
Source: YouTube/Coca-Cola - “Silver Santa” (2024)

The “Silver Santa” advertisement highlights Coca-Cola’s use of surreal, animal-centered visuals. In Figure 3, a scene shows polar bears sitting inside

an igloo watching a Christmas broadcast on television, attempting to merge brand heritage with AI creativity. While imaginative, several viewers found the scene “artificial” and disconnected from Coca-Cola’s tradition of warmth. Another scene shows two squirrels with snow-dusted fur, an intricately detailed rendering that nonetheless left viewers cold, with comments such as *“This ad has no soul.”* And another scene portrays a funny scene with raccoons peeking out of a tree hollow, which audiences mocked as evidence that Coca-Cola had *“killed the magic”* of its holiday campaigns.

Audience feedback was largely negative. Many expressed frustration, with remarks like *“They killed magic. Officially”* and *“This destroyed the magic.”* Others noted technical shortcomings, such as low resolution and mirrored effects: *“It’s a joke that such a company can’t invest and make an ad in 4K”* and *“Oh my gosh, at 0:28 you can tell they used a vertical mirror filter.”* Although some responses were lighthearted *“Merry Christmas!”* the dominant sentiment was disappointment at Coca-Cola’s reliance on AI-generated visuals. The audience’s reaction shows that the problem is not only about visuals and emotions but also about ethics. With deepfakes and generative AI becoming common, people worry about whether advertisements are authentic and transparent. These tools can be powerful for creativity, but if misused, they can make people lose trust (Campbell et al., 2022; Sands et al., 2024).

The creative decision to rely on AI-generated advertising seems to reflect Coca-Cola’s strategy to test new forms of visual storytelling, enabled by platforms such as Runway and Sora. These tools offer efficiency, lower costs, and rapid ad production (Davenport et al., 2020). However, audience reactions reveal the challenge of balancing technical innovation with emotional resonance. While the campaign succeeded in capturing attention, engagement metrics were mixed, and online comments revealed polarization

between those who admired Coca-Cola's bold experimentation and those who pointed to the potential of surreal and non-linear marketing to stimulate curiosity and engagement (R. W. Y. Wang & Liu, 2022).

The mixed responses documented here show that while AI opens new creative horizons, it risks alienating audiences who associate Coca-Cola with heritage-driven warmth and community. Coca-Cola has cultivated a brand identity deeply rooted in American culture and nostalgia, maintained through marketing strategies that emphasize its historical legacy and emotional connections with consumers (Tian, 2025; Zhong, 2024). This case suggests that the most effective path forward may be a hybrid approach, combining human creativity with AI's technical capabilities in a way that balances innovation with the emotional storytelling traditions that built Coca-Cola's brand identity.

CONCLUSION

The novelty of this study is its focus on how a legacy brand like Coca-Cola directly used generative AI in a major advertising campaign. By examining the 2024 "Create Real Magic" campaign, this research shows how Coca-Cola's style of storytelling has changed. Instead of the warm and emotional stories the brand is known for, these ads rely on abstract and experimental AI visuals. This brings benefits, such as faster production and more creative freedom, but also weaknesses, especially the loss of human warmth and emotional closeness that usually define Coca-Cola's advertising.

The findings support earlier research that shows AI can improve efficiency and allow more personalization in advertising, but it cannot fully replace the impact of human-centered storytelling. This study adds to our

understanding of AI in creative industries by showing both the opportunities it offers and the risks it creates for emotional branding.

There are some limitations. The study uses secondary data and does not include campaign performance metrics such as audience reach, engagement rates, or differences across demographics. Without this information, it is difficult to measure the campaign's effectiveness beyond online audience comments.

Future studies could close these gaps by using methods like focus group discussions (FGD) to explore audience perceptions in depth. A/B testing could compare how people respond to AI-generated ads versus traditional ads. Multimodal analysis, by combining visuals, text, and emotional responses, could also give a fuller picture of how consumers react to AI in advertising. These methods would help brands balance innovation with the heritage of emotional storytelling that built Coca-Cola's identity.

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