

# Diet Coke®

## Diet Coke and Absolutely Fabulous Campaign

We designed packs, a campaign and Visual Identity System for a limited edition bottle to promote Diet Coke's sponsorship Jennifer Saunder's Absolutely Fabulous film.

We worked closely with Coca-Cola, and Fox to get the perfect alignment and were over the moon when both Jennifer Saunders and Joanna Lumley both said they were "proud" of the end product.





*Diet Coke*®



Absolutely  
fabulous  
THE MOVIE  
ONLY IN CINEMAS

Diet Coke Ab Fab

The limited edition packaging range



Buy ONE get ONE for your Fabulous Friend

Subject to availability

3 adds up

Buy one get ONE FREE, for your Fabulous Friend

Buy one get ONE FREE, for your Fabulous Friend

Buy one get ONE FREE, for your Fabulous Friend

Diet Coke

WIN

A TRIP TO CANNES

no calories  
no sugar

Ashtley Fabrics  
THE MOVIE  
ONLY IN CINEMAS

SCRATCH FOR YOUR CHANCE TO WIN

WIN CINEMA TICKETS

BUY A PACK IN-STORE TODAY TO SEE IF YOU'VE WON

no calories  
no sugar

Ashtley Fabrics  
THE MOVIE  
ONLY IN CINEMAS

Diet Coke

Fabrics taste darlings!

Diet Coke

Fabrics taste darlings!

BUY A DIET COKE AND POPCORN FOR YOUR CHANCE TO

WIN A TRIP TO CANNES

Diet Coke

Ashtley Fabrics  
THE MOVIE

