

SITUATION ANALYSIS & CAMPAIGN PITCH

*Joy that lasts.*

SEALED.

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Coca-Cola x L'Oréal Paris Infallible

*A limited-edition beauty x beverage collaboration*

By:

Pehal Aashish Kothari



# Coca-Cola: A category in slow decline

## Infallible: Long-wear category is a knife fight



41.9 gal

2025 US per-capita soft-drink consumption — and still sliding.



-7.2%

Forecast drop in US CSD per-capita volume, 2024–2029.



0.5%

Five-year revenue CAGR for US soda makers — energy drinks carry the category.



70%

of consumers prefer lipstick with extended wear and minimal transfer.



62%

of Gen Z call makeup the most “dupable” category, and lips are their #1 daily essential.



85%

e.l.f.'s YoY sales growth (Q3 2025), with ~16% share among Gen Z.

# TWO ICONS. SAME PROBLEM.

## *Coca-Cola*

Needs the spark

Soda volume is reducing and Gen Z is the hardest cohort to recruit.

The brand itself, bottle, red, script, a century of nostalgia, is now the growth engine, not the liquid.

## *Infallible*

Needs the stand out

Long-wear is brutally crowded, from Double Wear above, a wall of dupes below. The product performs, but performance alone doesn't win the For You page or recruit Gen Z.

### *INSIGHT:*

*Coke is the fleeting ice-cold hit; Infallible is the thing that won't budge. Both brands are really arguing about the same thing — how long a good thing lasts.*

# SEALED.

*Joy that lasts.*

For the generation that wants joy to last — a collaboration as refreshing as it is unstoppable: the spark of an ice-cold Coke, engineered to survive the entire day.

## *The Hero Demo: The Kiss Test*

A long, slow sip from an ice-cold Coke, and the glass comes away with zero lipstick on the rim. Coke does what Coke does; Infallible doesn't budge.

One image proves both promises.



SIP BOLDLY.  
STAY SEALED.

#TheKissTest

Coca-Cola x L'ORÉAL  
PARIS

**CAMPAIGN CONCEPT**

# BUILT FOR THE COLLAB GENERATION

## *Primary: 16-26 y/o*



“The Collab Generation.” TikTok-native and novelty-hungry; identity through aesthetics, deep in GRWM culture, high affinity for brands that show up in culture with self-awareness.

## *Secondary: 27-40 y/o*



Grew up with both brands at their peak. They drive gifting, sharing and trial — turning a niche beauty drop into a mainstream cultural moment.



## *The Persona*

*Maya, 21*

She’s a college student majoring in PR, who spends her spare time building a social media platform to showcase her love for fashion.

She films a daily GRWM, owns four setting sprays, and will absolutely film herself “kissing the can.”



# Coca-Cola x Infallible Liquid Lipstick

*The collaboration releases a limited edition hero: The Infallible 24HR Cola Liquid Lipstick, in four shades mapped to the Coca-Cola flavour lineup, every one engineered to pass the Kiss Test.*



**Transfer-Proof · Up to 24-hour Wear · Weightless Feel · Vegan & Cruelty-free**

**PRODUCT LAUNCH**

# MARKETING STRATEGY



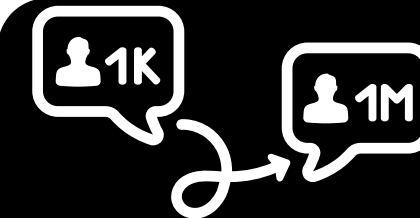
## *Tik-Tok*

Home of #TheKissTest.  
Hero film as Spark Ads,  
creator seeding, branded  
AR lip try-on.



## *Instagram*

The polished counterpart of  
Tik-Tok with hero stills,  
Stories try-on, shoppable  
launch carousel.



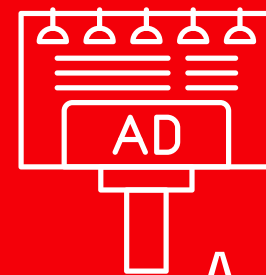
## *Influencers*

A few mega names for  
reach; a deep micro bench  
for credibility and Kiss Test  
volume.



## *Experiential/PR*

A makeup-dispensing “Coca-  
Cola” vending machine,  
built to manufacture earned  
coverage.



## *Out-of-Home*

A handful of hero  
placements running the  
single clean-rim image.  
High-impact, shareable.



## *Retail & E-Comm*

Limited end-caps and  
sampling, tied to a  
countdown drop that creates  
the sell-out story.

