

👤 × *Coca-Cola*

COCA-COLA MASTERPIECE

SNAPCHAT AR LENS





THE BIG IDEA

ICONIC ART MEETS MODERN TECH

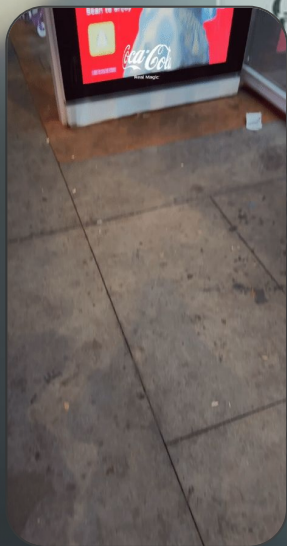
In Coca-Cola's 2023 TVC Spot "Masterpiece," iconic artworks come to life via the Real Magic of Coca-Cola. With the magic of Snapchat's augmented reality and the power of machine learning technology, we sought to extend the campaign to the real world.

In three powerful AR Lenses, Snapchatters were transformed into real life works of art inspired by the works of Van Gogh, Vermeer, and Aket.

Coke Masterpiece AR Lens Collection



VERMEER | GIRL WITH THE PEARL EARRING
Selfie + World Lens



VAN GOGH | STARRY NIGHT
Selfie Lens



AKET | DIVINE IDYLL
Selfie + World Lens



An aerial, high-angle photograph of a large-scale mural on a building's exterior wall. The mural is composed of a grid of white lines on a light-colored background. In the center of the grid, there is a small, detailed figure of a person. The building's facade is white, and the surrounding area includes a paved walkway and some greenery. The overall scene is brightly lit, suggesting a sunny day.

WATCH THE MIAMI ART BASEL ACTIVATION VIDEO

[Click Here](#)

At Art Basel in Miami, Coke and the artist Aket reimagined the Divine Idyll as a hand-painted and AR-activated mural.

ZACH KING MAKES HIS OWN REAL MAGIC

Standout creator Zach King brought a new dimension to the campaign by artfully bringing each AR Lens to life in an engaging Snapchat story, garnering over 98 million views in a few days.

