

Coke
STUDIO™
THE KID
LAROI



COCA-COLA X THE KID LAROI

SNAPCHAT AR LENS



THE BIG IDEA

MOTION CAPTURE CONCERT EXPERIENCE

Let's bring the concert experience to those who can't always be there in person by creating a 3D listening experience that anyone can interact with—right from the Snapchat app.

First, we'll create a photorealistic avatar of The Kid Laroi. Then, we'll get him suited up in a motion capture studio to record his organic movements as he performs his new song. Finally, we'll bring it all to life in a digital landscape that can surprise & delight TKL fans everywhere.



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THE RESULT

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The use of augmented reality technology to create a music video experience within Snapchat represents a groundbreaking approach to advertising. By leveraging motion capture performance, Snap, Coke, and The Kid Laroi have created a unique and interactive journey for fans. This not only captivates the audience but also establishes Coca-Cola as a brand that is at the forefront of innovation and technology.

Additionally, by democratizing the music experience, the campaign aligns with the desire of young consumers to engage with their favorite artists in innovative and immersive ways.

