Coca-Cola Reimagines ‘Share A Coke’ For Gen Z

Who will you share a Coke with?

That’s the million-dollar question Coca-Cola is asking its consumers as it relaunches its famous “Share A Coke” campaign in the U.S. You know, the one with the bottles that may or may not have your name spelled correctly on them.

This time around, “Share A Coke” has been reimagined for Gen-Z with a focus on connection and personalized experiences.

“The iconic Share a Coke [campaign] is back and supercharged at a global level, celebrating the pure magic that happens when people connect,” Islam ElDessouky, Coca-Cola’s global vp of creative said in a statement. “Get ready for a whole new level of sharing with fresh experiences and ways to spark joy with your crew. We’re bringing new channels and experiences to this campaign to help people uplift friendships through real-life everyday moments.”

“Share A Coke” fuses digital and IRL experiences. In addition to a 45-second spot called “The Magic of Sharing,” Coca-Cola is incorporating experiential elements like a “Share A Coke” truck tour across the country, offering on-the-go personalization of coke bottles and cans as well as photo ops. The campaign also features Memory Maker, an online digital experience that allows consumers to create content and memes to share with family and friends.

Personalized Coke bottles will be available nationwide at convenience stores and supermarkets starting on March 31. For those who can’t find their name, a scannable QR code will be printed on Coke cans so consumers can create their own cans, play games, and earn rewards on “Share A Coke” digital hub on

the Coca-Cola app. Glass bottles are also available for personalization and purchase on CokeStore.com.

Share a Coke

Coca-Cola first swapped the logo on its bottles with popular first names in the summer of 2011.

“Share A Coke” first rolled out in Australia, where it sold more 250 million named bottles and cans in a country with a population just under 23 million people at the time. The campaign has since expanded globally.

Despite the growing popularity of healthy soda alternatives like Poppi and Olipop, Coca-Cola reported 6% revenue growth to $11.5 billion for Q4 2024 and a 3% increase to $47.1 billion for the full-year.

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