

theeye
HAVE YOU GOT THE EYE?

A woman with long, vibrant pink hair is shown in profile, drinking from a glass bottle of Coca-Cola Zero. She is wearing a light blue ribbed sweater over a yellow ribbed top. The background is black, and the scene is decorated with various digital graphics: a yellow emoji with a long pink tongue sticking out of its mouth is positioned near the bottle's opening; several red pixelated hearts are scattered around; a small, colorful character with wings is visible near her hair; and abstract, colorful geometric shapes and starburst patterns are scattered in the upper right. The overall aesthetic is playful and digital.

ZERO SUGAR
#ZERO
WORDS
TASTES TOO GOOD FOR WORDS

Coca-Cola
Real Magic

COKE ZERO ZERO WORDS. PHOTOGRAPHER: WOLFGANG ZAC



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