

Brand Rejuvenation Strategies in the Age of Digital Media: A Case Study of Coca-Cola

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Abstract. Today, with the rapid development of new media technology, people's consumption needs have gradually diversified. In order to meet the needs of the consumer market, rejuvenation has become the direction of transformation for many brands. Coca-Cola, as a leader in the army of generations that have completed one round of innovative interpretation of brand marketing concepts with rejuvenation strategies, studying its rejuvenation development strategy will certainly provide reference value for more brands. This study builds an analytical framework through case studies of Coca-Cola in different stages of Web 1.0, 2.0 and 3.0 development, comprehensively examines the brand rejuvenation practices in these three stages, and builds a structural equation model by adopting the ROI theory as an analytical tool, to reveal how Coca-Cola establishes a close relationship with consumers in each era through a more contemporary marketing strategy.

Keywords: brand rejuvenation; digital media era; ROI theory.

1. Introduction

With the rise of digital media technology, emerging communication media are driving a significant increase in Internet penetration. According to the 52nd Statistical Report on China's Internet Development, as of June 2023, the number of Chinese Internet users has reached 1.079 billion, and the Internet penetration rate has increased to 76.4%. In this era, the massive emergence of information, fragmented communication and the construction of virtualized communication environment are triggering profound changes in the brand marketing environment. The influence of consumers in brand communication is increasing, and the diversified media forms further promote the convenient formation of interactive mechanisms between audiences and brands, transforming the interaction between brands and consumers from one-way information transmission to two-way communication. In such an era of full participation and market demand-driven media changes, young consumers are especially able to quickly enjoy the dividends of digital media technology development, and they occupy a leading position among all age groups in terms of consumption growth rate and consumption capacity. This phenomenon poses increasing pressure on the development of classic brands, prompting them to seek rejuvenation strategies to maintain market vitality. Therefore, exploring the correlation between brand rejuvenation and consumer behavior is particularly crucial in the age of digital media.

At present, the theoretical research framework and specific realization path of brand rejuvenation in the digital media era have already formed a preliminary system, and the main ways include updating the old sources of brand equity through nostalgia and creating new sources of brand equity through innovative products and services, positioning, brand marketing activities and other ways. The search for the relationship between brand marketing and consumers has been characterized by a plethora of theories and opinions, but there is no general consensus and further reflection is needed. William Bernbach put forward the ROI theory for brand marketing, and he emphasized that excellent advertisements must have three basic characteristics, namely: Relevance, Originality and Impact. Tang Zhiwei believes that brands should not only integrate into the target consumers, products and communication with the target consumer groups' active adaptation, but also appropriately withdraw, from the pursuit of hotspots caused by the brand power dispersion. Zhang Zuoxi, on the other hand, transforms marketing communication into transpersonal thinking dominated by consumer thinking,

and proposes that enterprises should build a brand knowledge framework, educate consumers about brand knowledge, and emphasize consumers' brand emotional feedback. According to the summary of the study, most of the existing studies are accustomed to the problem of brand aging at the current stage and the transformation process from a single point of view of the brand or consumer level of exploration, isolated summary of the current stage of the development of the case and universal law, however, the scope of the digital media era is not limited to the popularization of artificial intelligence and big data web3.0 era, for the web1.0 and web2.0 era of the relationship between the brand and consumer behavior. However, the scope of the digital media era is not only limited to the Web 3.0 era with the popularization of artificial intelligence and big data.

This study is devoted to an in-depth analysis of brand rejuvenation strategies in the macro context of the digital media era. Through the case studies of Coca-Cola in different development stages of Web 1.0, 2.0 and 3.0, this paper aims to construct a coherent analytical framework to comprehensively examine the brand rejuvenation practices in these three stages. The study will adopt ROI theory as an analytical tool, on the one hand, to explore the consumption characteristics and cultural contexts of each stage; on the other hand, to conduct market insights and quantitative analysis of young consumers' behaviors in different periods through questionnaire surveys, to reveal how Coca-Cola establishes a close relationship with consumers through a more contemporary marketing strategy. In addition, this paper will systematically sort out and summarize Coca-Cola's "rejuvenation" strategy in the context of the digital media era, and analyze the background and mechanism of its formulation, so as to follow the pulse of the times in terms of the relationship between the brand and consumer behavior. By summarizing Coca-Cola's transformation from a one-way information disseminator to a two-way information exchange platform, and then to a deep understanding and satisfaction of users' needs, this paper not only demonstrates the innovative results of combining classic marketing theories with contemporary social phenomena, but also provides valuable experiences and references for the rejuvenation of other classic brands.

2. Methodology and research design

Case study + questionnaire method

In traditional marketing communication management, communication effectiveness is mostly from the perspective of the communicator, and in a defined cycle, from the establishment of communication objectives to the evaluation of the effectiveness of communication implementation activities, all of them are closely related to the communicator.[1]

The open media environment brought about by the prevalence of mobile Internet brand communication in the digital media era has brought about many changes in the public sphere.[2] As the role of consumers continues to expand, the effectiveness of youthful brand communication is increasingly focused on the impact on target audiences. As the role of consumers continues to amplify, the communication effect of brand rejuvenation gradually focuses on the impact on the target audience. In the evaluation system of "return on influence", brand trust, customer recommendation value, business growth rate, data performance value, and competitiveness are the five major criteria for evaluating the impact of brand strategy.[3] In the "Return on Influence" evaluation system, brand trust, customer recommendation value, business growth rate, data performance value, and competitiveness are the five major criteria for evaluating the impact of brand strategy, in which the audience's perception occupies a considerable proportion.

Therefore, from the perspective of consumer behavior, exploring consumers' perception of brand rejuvenation and measuring the communication effect of brand rejuvenation in the era of digital media based on consumer experience is a general trend and the basic point on which this study is based.

ROI theory is a practical guide to advertising creativity put forward by William Bernbach, whose core idea is that an excellent advertisement should have three basic qualities: relevance, originality, and impact.[4] 2018Relevance focuses on the close relationship between the advertising idea and the product, consumer and other elements; originality emphasizes that the advertising idea should retain

personalized characteristics and at the same time be richer in creative trends; and impact refers to the ability of the advertising idea to attract the attention of the consumer and have an impact on the heart. These three characteristics are not presented and function separately in an excellent advertising strategy, but behind any successful marketing is the result of the interaction and connection of the three characteristics. Therefore, the study analyzes the questionnaire from the consumer's point of view and implements the ROI theory by dividing the statistical analysis of each item into two parts, namely, the statistical analysis of each item and the overall analysis of the results, in order to further deepen the exploration.

With the help of the ROI model in the era of mobile Internet, this study designs the questionnaire questions from demographic information, cognition, attitude effect study, and behavioral effect study respectively. We set 5-6 questions for each aspect, following the logic of relevance, originality and shock. From relevance, we link the perception of brand relevance, the satisfaction of consumers' needs, and the degree of fit between the brand and consumers' lifestyles; from originality, we perceive the evaluation of the novelty of Coca-Cola's branding strategy, the innovation of its differentiation from competitors, and the degree of acceptance of its creative elements; and from shock, we explore the degree of emotional resonance, behavioral drive, and social influence of Coca-Cola's rejuvenation strategy. The degree of emotional resonance, behavioral drive and social influence of Coca-Cola's rejuvenation strategy.

Attitude measurement is carried out in the form of a seven-level Likert scale, which allows consumers to indicate the degree of agreement or disagreement to a series of declarative sentences linked to the attitude object, facilitating the questionnaire participants to answer and minimizing the statistical error. The questionnaire in this paper is mainly produced through Questionnaire Star because the products of the brand studied in this paper belong to the mass FMCG, the consumer object is located in a wide range of ordinary people, so the objects chosen for this paper's survey mainly come from online social platforms, online social circles, etc. Through the online wide distribution, a total of 105 valid questionnaires were finally screened out.

Second, based on the ROI theory to achieve brand rejuvenation strategy analysis

This study is based on structural equation modeling, setting three factors, cognitive effect, attitude effect, and behavioral effect, and planning two paths, Path 1: {Cognitive effect->Attitude effect}; Path 2: {Attitude effect->Behavioral effect} to get the following results.

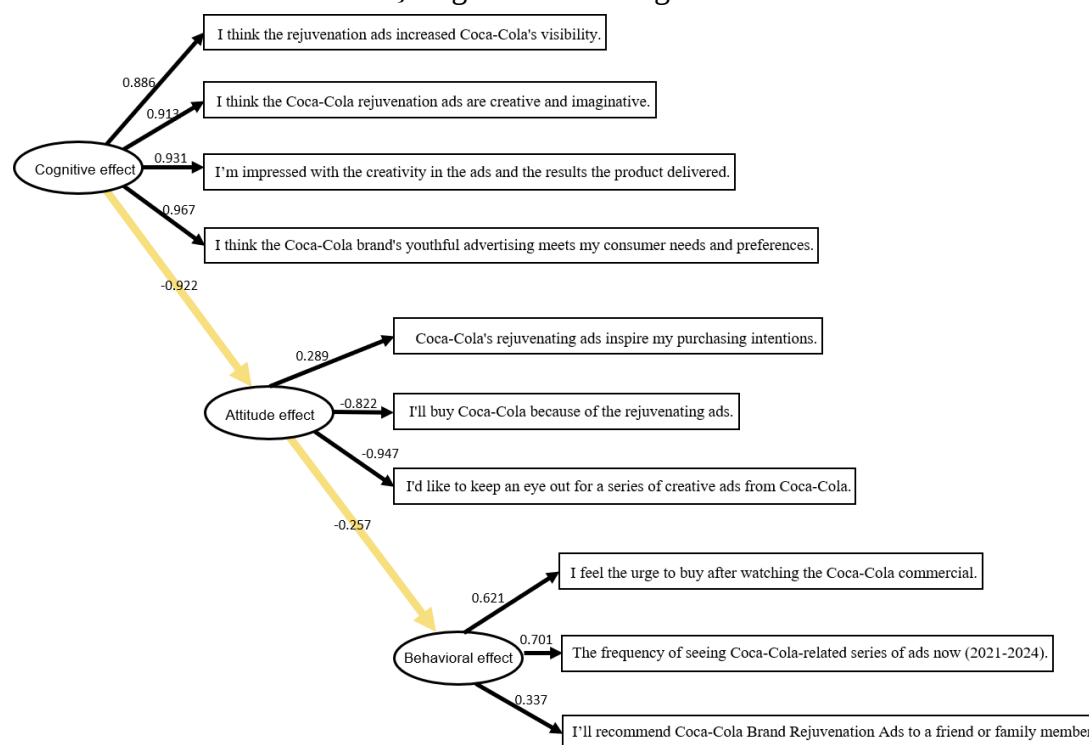


Fig 1. Path diagram with weighted structure

The above table shows the weighted structural path diagram, which mainly includes the normalized coefficients of the model for analyzing the structural path impact relationship situation.

Table 1 Standardization coefficients for cognitive effects, attitude effects and behavioral effects

(math.) factor	variant	Non-standard load factors	Standardized load factor	z	S.E.	P
cognitive effect	I think the rejuvenation ads increased Coca-Cola's visibility	1	0.886	-	-	-
	I think the Coca-Cola rejuvenation ads are creative and imaginative	1.028	0.913	12.983	0.079	0.000***
	I was impressed with the creativity in the ads and the results the product delivered	1.071	0.931	13.668	0.078	0.000***
	I think the Coca-Cola brand's youthful advertising meets my consumer needs and preferences	1.06	0.967	15.157	0.07	0.000***
Attitudinal effects	Whether Coca-Cola's rejuvenating ads inspire purchasing intentions	1	0.289	-	-	-
	I'll buy Coca-Cola because of the rejuvenating ads.	-2.773	-0.822	-2.608	1.063	0.009***
	I'd like to keep an eye out for a series of creative ads from Coca-Cola	-3.434	-0.947	-2.645	1.298	0.008***
behavioral effect	Do you feel the urge to buy after watching the Coca-Cola commercial?	1	0.621	-	-	-
	The frequency of seeing Coca-Cola-related series of ads now (2021-2024) is	1	0.701	2.27	0.441	0.023**
	Would you recommend Coca-Cola Brand Rejuvenation Ads to a friend or family member?	1.112	0.337	2.157	0.515	0.031**

Note: ***, **, and * represent 1%, 5%, and 10% significance levels, respectively.
From the table of modeled path coefficients:

Based on the fact that I think the Coca-Cola rejuvenation advertisement is creative and imaginative (significant p-value of 0.000***), I am impressed by the creativity in the advertisement and the effect that the product has brought about (significant p-value of 0.000***), and I think that the rejuvenation advertisement of the Coca-Cola brand is in line with my consumer needs and preferences (significant p-value of 0.000***) presenting significance at the level of, then the original hypothesis is rejected, while its standardized loading coefficients are all greater than 0.4, which can be considered to have enough variance explained to show that the variables can be presented on the same factor.

Based on the fact that the frequency of seeing Coca-Cola-related series of advertisements now (2021-2024) is (significance p-value of 0.023**) presenting significance at the level of (significance p-value of 0.023**), the original hypothesis is rejected, and at the same time, all of its standardized loadings coefficients are greater than 0.4, which can be regarded as sufficient variance explained to show that the variables can be presented on the same factor.

Table 2 Model path coefficient table for cognitive effects, attitude effects and behavioral effects

factor	→	Analytic terms (explicit variables)	Non-standardized coefficient	Standardized coefficient	standard error	Z	P
cognitive effect	→	Attitudinal effects	-0.295	-0.922	0.113	-2.609	0.009***
Attitudinal effects	→	behavioral effect	-0.282	-0.257	0.2	-1.409	0.159

Note: ***, **, and * represent 1%, 5%, and 10% significance levels, respectively.
From the table of modeled path coefficients:

Based on the paired term Cognitive Effect -> Attitudinal Effect, the significance p-value is 0.009***, which presents significance at the level, then the original hypothesis is rejected, so this

path is valid, which indicates that there is an influence relationship between cognitive and attitudinal effects, with a coefficient of influence of -0.922.

In the present study, the direct effect of attitude effect on behavioral effect was not statistically significant ($p = 0.159$), however, the existing literature, especially the study by Zhang Xuebo et al. has repeatedly confirmed through empirical analyses that perceived attitude has a significant positive effect on behavioral effect. This discrepancy may point to the limitations of this study in terms of data collection. Nonetheless, we believe that there is still a correlation between attitude effects and behavioral effects, which will be an area we will continue to explore and validate in future studies.

Table 3 Cronbach coefficient table for cognitive effects, attitude effects and behavioral

Cronbach's alpha coefficient	Standardized Cronbach's alpha coefficient	item count (of a consignment etc)	sample size
0.845	0.832	9	83



Fig.2 Cronbach coefficient chart on cognitive effects, attitude effects and behavioral effects

The Cronbach's alpha coefficient value for the model was 0.845, indicating that the reliability of the questionnaire was good.

Table 4 KMO test and Bartlett's test table on cognitive effects, attitude effects and behavioral effects

KMO test and Bartlett's test			
KMO value		0.87	
approximates chi-square (math.)		629.634	
Bartlett's test of sphericity	df	36	
	P	0.000***	

Note: ***, **, and * represent 1%, 5%, and 10% significance levels, respectively.

The results of the KMO test showed that the value of KMO was 0.87, meanwhile, the results of Bartlett's spherical test showed that the significance p-value was 0.000***, which presents significance at the level, rejecting the original hypothesis that there is a correlation between the variables and that the factor analysis is valid to the extent of suitability.

2.1. Consumer level

There is relatively little literature on the perspective of inter-generational differences in consumption, but the analysis of such differences is crucial to the in-depth understanding of consumer behavior and decision-making preferences, and to reveal the differences between different generations so as to summarize the rules of long-term brand development. Zhang Gaojun et al. pointed out that the commonalities between the same generations allow the development of their unique generational cultures and the formation of the same generation's unique consumer concepts and aesthetics, while different generations have formed different generational cultures due to their different upbringing environments, which leads to the differences in the perceptions and consumption behaviors of consumers from different generations towards the same brand.[5] The differences in

consumer perceptions and consumption behaviors of different generations towards the same brand. Nowadays, many studies have explored in detail the characteristics and needs of consumers of different generations and provided marketing strategies for different generations. Looking at those brands that have gained long-term development, they seem to have the ability to grasp the mind of every generation of consumers, but the root of the problem is that they have the ability to grasp the future consumption of every generation - that is, the young group to the ability to win the market of the future[6] The fundamental reason for this is the ability to capture the future of each generation of consumers - the young.

2.1.1 Analysis of Changes in Consumer Characteristics in WEB 1.0-3.0

Every era has its own young group, especially in the digital media era, the interweaving and integration of diverse groups divide generations with more possibilities, according to the theory of generational cohort, generation cohort can be used by the year of birth as a way to divide the population into different groups.[7] According to the generation cohort theory, generation cohort can be used as a way to divide the population into different groups by year of birth. The way of dividing the population into generations X, Y and Z has been widely used in business practice, and the stage when young consumers of generations X, Y and Z become the main consumers in society coincides with the Web 1.0, 2.0 and 3.0 eras when digital media is prevalent, so analyzing the behavior of young consumers of these three generations not only reveals the far-reaching influence of technological changes on the behavior and values of young groups, but also provides a good opportunity for enterprises to analyze the behavior and values of young consumers of these generations. Therefore, analyzing the behavior of young consumers from these three generations not only reveals the profound impact of technological changes on the behavior and values of young people, but also provides a key perspective for enterprises to accurately understand the market and formulate effective youthful marketing strategies.

Generally considered to have originated from Canadian author Douglas Copeland's novel of the same name, *Generation X: The Story of a Crash Course Culture*, the term was first coined by Time magazine in 1991 to describe a generation born between the mid-1960s and the late 1970s. This generation experienced the recession of the 1980s and the bursting of the Internet bubble at the beginning of the 21st century, and as a result, faced challenges in the job market. From 1991 to 2004 the Internet was in the Web 1.0 era, with the Generation X group acting as the main consumers of this period, which was the Internet's equivalent of a real-world dictionary, digitizing everything in it and making it accessible online for people to view, but not for users to respond to i.e., "read-only web".

Generation Y, also known as Millennials, was first coined by Canadian author Mark McClendale in 2000 to describe the generation born between 1981 and 1996. This generation grew up in an era of rapid technological advancement and has high expectations for technology and personal growth. The same Generation Y will grow into young adults and consumers in the Web 2.0 era from 2004 to 2021, a period in which the Internet emphasizes user-generated content (UGC), ease of use, interactivity, and improved compatibility with other systems and devices, with a focus on user participation and contribution, known as "participatory social networking. It has been called "participatory social networking".

Generation Z was coined in 2009 by Twenge, an American market research firm, to describe the generation born between 1995 and 2012. This generation is known as the "digital natives" because they have been living in a digital world since birth and have a deeper understanding of and reliance on technology. The Web 3.0 era, which began in 2021 with the explosion of the meta-universe, blockchain, and the Internet of Things (IoT), will allow Generation Z to further expand its consumer demand. Allows users to interact, exchange information, and securely conduct financial transactions without the need for a centralized authority or coordinator. It is committed to making every user a content owner, not just a user of content, and tends to be a "read, write, execute network".

Occupying the consumer market of young people has become the basic consensus of contemporary brands seeking further development. In the army of generations that have used youthful strategy to

elite brand marketing concepts to complete one round of innovative interpretation after another, Coca-Cola can be said to be quite typical, this brand seeks for change and new, but also focuses on the classic heritage, but also subjected to the impact and influence of new technologies and new ideas, and in the commercial impact of emerging brands again and again, it still sits in the world's top sales of soft drinks, which is related to the fact that it keeps following the change of the consumers to provide more personalized and attractive advertising content for different generations of consumers. This is due to the fact that it is constantly updating its advertising strategy in response to changes in consumers, providing more personalized and attractive advertising content for different generations of consumers. Exploring the brand communication rules in the digital media era, and putting forward effective youth marketing strategies in each generational change, in order to grasp the minds of young consumers in each era, are inseparable from each other. Therefore, this paper starts from the X, Y and Z groups in the digital media era to explore the path mechanism of Coca-Cola's rejuvenation development strategy for each generation of young people, to provide a more universal reference for more brands pursuing rejuvenation.

2.1.2 Consumption preferences

Generation X has more conservative spending habits and prefers to find additional information about products and companies themselves, and their purchasing behavior depends on what they know about themselves and the information about features they expect to get from a product and the Internet as a general source of information[8]. From the advertisements, they expect to learn about the features of the product and an explanation of why those features are necessary. They are characterized by technological and media savvy, skepticism and pragmatism[9]. Thanks to the initial development of the Internet, the dissemination of information has become so easy for the first time, and the influx of entertaining information into people's lives has caused this generation of consumers to tend to pay more attention to entertaining media programs, such as television shows and radio pop music, and to avoid informational topics, such as the news or business reports[10]. Nostalgia also tends to strike a chord with this generation of consumers, and it has become a common habit for them to look back and cherish memories of the past. At the same time, they prefer offline stores and banks, have more traditional consumption habits, prefer "on-site" advertising, and tend to form a fixed perception of certain brands, making them the generation most likely to build brand loyalty. As they have a clear objective when engaging in online social activities, brand power and physical experimentation are the main factors influencing purchasing decisions.

Generation Y, or Millennials, have a greater affinity for and reliance on online information[11]. With the arrival of the Web 2.0 era, social media has risen dramatically, and the development of blogs, Facebook and other software has made the use of social media more widespread. Consumers believe more in the power of suggestion, and they pay attention to sharing and interaction during the consumption process, they like to share their own consumption experience and insights on social media, and they are also influenced by other people on social media. They prefer online and offline omni-channels and love the multi-scene shopping experience. At the same time, Generation Y emphasizes individuality, and self-expression and pursues personalized and customized products when consuming. Hedonism, which is accompanied by excitement, happiness and a strong impulse to buy, is also quietly prevalent in this generation due to a greater emphasis on self-centeredness, as well as the popularity of mobile devices and the Internet.[12] This means that they are willing to pay for high-quality services. This means that they are willing to pay for high-quality services and unique experiences, choosing travel, food, entertainment and other consumer items that bring pleasure. Gen Y wants products that match their personality and lifestyle, pays little attention to brands, and also prefers more entertaining advertisements to direct sales advertisements with a strong purpose.

Growing up in a more open and tolerant Internet era, Generation Z is the aborigine of the Internet, longing for self-recognition and wanting to display a distinctive personal image. They want to reflect their own values through consumption, show their desired self-image through consumption, manifest their personality, and thus realize their identity.[13] Young consumers of Generation Z are willing to share their experiences of products and services, act as opinion leaders, and even act as advertisers,

bloggers, and experts to advise others.[14] They even like to act as advertisers, bloggers and experts to advise others. Meanwhile, as young people are more concerned about themselves and their development, healthy consumption concepts are increasingly penetrating the lives of this generation of young people. According to the 2022 Generation Z Consumption Index Report released by the Jingdong Institute of Consumption and Industrial Development, sales of low-sugar nourishing teas, beers, condiments, and vitamins/minerals purchased by Generation Z have increased by more than 20 times year-on-year. Young consumers' pursuit of healthy consumption concepts is gradually penetrating their daily diets, and more and more consumers are choosing "zero-calorie" or sugar-free beverages.[15] According to the "2019 China Social Media Overview" and the Ali Research Institute, with the change of generations, users have gradually shifted from preferring real-life experiences and trusting authority to actively collecting information from multiple sources on online channels and trusting self-judgment.

2.1.3 Media Use Preferences

Generation X's media use preferences are relatively traditional and conservative. They may prefer to use traditional media such as television, radio and newspapers for information and entertainment. For Internet use, they may focus more on functionality, such as e-mail and online shopping, than on social media or online entertainment.

Generation Y's media usage preferences are more extensive and diversified. Not only do they use traditional media, but they also actively embrace the Internet and social media. generation Y is one of the major user groups of social media, and they are good at utilizing social media platforms to present themselves, exchange information and build social networks. In addition, Gen Y is also keen to use various online applications, such as video-sharing sites and online games, to enrich their entertainment life.

The media usage preference of Generation Z is more inclined to digitalization and mobility. As they have been closely connected to various smart devices and the Internet since they were young, Generation Z uses mobile devices such as smartphones and tablets almost all the time, and obtains information and entertainment through social media, short videos, live streaming and other channels. They are more inclined to receive information through their sense of sight and hearing, so short videos, live streaming and other forms of content are very popular among Generation Z. In addition, Gen Z also focuses on personalization and customization, and they like to customize their media usage experience according to their interests and needs.

2.2. Enterprise level

This section focuses on Coca-Cola's brand rejuvenation strategy, because of the high suitability of its narrative strategy and ROI theory, the researcher combines the two and analyzes the classic cases of Coca-Cola's rejuvenation advertisements, with the intention of providing a reference for other brands to draw on when they formulate rejuvenation strategies.

2.2.1 Relevance

Bernbach pointed out that advertisers have to associate the product with the consumer's needs, not that an imaginative work is a clever creation. Especially in the digital media era, with the development of society, according to Maslow's hierarchy of needs theory, people's basic needs have been satisfied, and more consumers have begun to pursue the spiritual level of enjoyment, so the emotional significance of the advertisement is particularly important.[16] This additional significance of emotional communication and personality expression is especially obvious in Coca-Cola's advertisements. Take Coca-Cola's 2013 "Share a bottle of Coke" advertising campaign as an example, through personalized bottle design and interactive marketing activities, Coca-Cola has become a medium for conveying people's personality and social interaction. At this time in the Web 2.0 era, all kinds of social media are prevalent, and Generation Y is acting as the main force of young consumers. Consumers can buy Coca-Cola bottles with their own names or special blessings printed on them, and share the unique memories with friends and family, which is not only a novel interactive

experience, but also a kind of emotional support and expression of individuality. Especially for young people of Generation Y, who emphasize personalization and self-expression, this added meaning makes Coca-Cola not only a beverage, but also a tool for emotional communication and social interaction, thus enhancing the emotional connection between the brand and consumers. Coca-Cola, as a companion in their growing-up process, has long become a classic choice in their hearts. The "Share a Bottle of Coke" campaign is a continuation and innovation of this traditional consumption habit, allowing young consumers to enjoy the social convenience and personalization brought by the digital media era, while providing them with a platform to display themselves, allowing them to enjoy the product and at the same time meet the pursuit of personalization and self-expression. Demand.

2.2.2 Originality

The originality of ROI theory refers to the fact that the creativity of an advertisement should be different and have its own unique ideas. Novelty, as the fundamental requirement of advertisement creation, requires brands to break through the constraints and look for refreshing content.[17] In the context of supply-side reform, the connotation of originality has been more deeply expanded. If the carrier is regarded as a part of the supply side, and the originality of ROI creative theory is applied to the exploration of the carrier, the innovation of the advertising carrier will undoubtedly further promote the originality of advertising itself.[18] Since 2021, the Internet has entered the web3.0 era represented by blockchain, artificial intelligence, and edge computing, and Generation Z has become the main consumer of the rejuvenation of major brands, while the concept of meta-universe has been speculated, and under the background of the continuous development of the emerging digital technologies and applications, the new media communication mode represented by meta-universe has been gradually and widely used in advertisements. In 2021 September, Coca-Cola released a new advertisement, which is the first one of its kind in China. In September 2021, Coca-Cola released a new brand concept "Real Magic", officially creating Coca-Cola's meta-universe marketing, and the birth of "Le Creation Without Boundaries" is precisely based on this new brand concept, a new creative platform launched globally, which will be utilized to promote Coca-Cola through limited product releases, immersive interactive experiences and advertising campaigns that meet the needs of Generation Z. Through the release of limited products, immersive interactive experiences and cultural creativity in line with Generation Z, this new global creative platform will provide a platform for Generation Z to showcase their talents and creativity and even act as opinion leaders, giving the iconic Coca-Cola a brand new way of expression and meaning. The innovation of Coca-Cola's advertising vehicle is not only a vivid interpretation of the original concept, but also an innovative practice of meta-universe marketing, which brings unprecedented interactive experience and cultural resonance to Gen Z consumers, further consolidating the successful implementation of the brand's rejuvenation strategy.

2.2.3 Shock (Impact)

Shock value refers to the effectiveness of an advertising work to attract the attention of the audience in an instant and to produce vibrations in the depths of the mind.[19]. "The stronger the shock of the advertisement creativity, the higher the probability that the advertisement will be remembered. In the era of Web 3.0, where virtual economy has become the norm, the shock of ROI creative theory should also emphasize the stronger experience effect. The development of technology has made the interaction no longer the interaction of language and words in the traditional sense, but more emphasis on the interaction of experience.[20] Continuing to explore Coca-Cola's rejuvenation strategy centered on the brand concept of "real magic", we take the newly launched short film "Masterpiece" in 2023 as an example, which demonstrates the beauty of the intersection between art and the brand, triggering vivid interactions with the paintings in the art gallery through the awakening of Andy Warhol's classic paintings, making the paintings in the art gallery more interactive. The awakening of Andy Warhol's classic paintings triggered the vivid interaction of the paintings in the art gallery, making a number of paintings in the art gallery "move", releasing the Masterpiece short film online, and for the first time in Latin America, applying the in-depth 3D connectivity equipment

made by JCDecaux offline for a three-dimensional advertisement campaign, and the Maiden with Pearl Earring created by renowned artist Vimer, will turn the digital Coca-Cola into the digital Coca-Cola. will turn digital Coca-Cola into a real, physical bottle of Coca-Cola, interacting with people close to the screen. The combination of online and offline will use the sense of experiential interaction to the extreme, bringing unprecedented visual and emotional impact to Generation Z consumers, thus realizing a deep connection between the brand and consumers. This innovative experience and interaction not only shows Coca-Cola's foresight and creativity in virtual marketing, but also opens up a new marketing frontier for the brand in the web 3.0 era.

3. Conclusion

Through the study of existing literature, it is not difficult to find that the research on brand rejuvenation in the age of digital media has made some progress. Academics have preliminarily constructed a theoretical research framework and specific realization path of brand rejuvenation, which is mainly realized through the renewal of nostalgia and innovation of products and services, etc. However, there is no general consensus on the relationship between brand marketing and consumers. However, the discussion on the relationship between brand marketing and consumers has not yet formed a general consensus, and further in-depth research is still needed.

The innovation of this thesis is to place the analysis of brand rejuvenation strategy in the context of the digital media era, combining with the ROI theory, and through the in-depth study of Coca-Cola's brand rejuvenation cases in the era of web 1.0, 2.0, and 3.0, we try to explore and summarize the relationship between brand rejuvenation and consumers' behaviors, and to find out how Coca-Cola can get closer to its users in a more youthful way. At the same time, this study will also systematically sort out Coca-Cola's existing "rejuvenation" strategies in the digital media era, and summarize and analyze how the background of the digital media era has been applied to the formulation of brand rejuvenation strategies and their functioning mechanisms.

However, there are some limitations to this study. First, due to the wide scope of the digital media era, this study only selected Coca-Cola as a case study, which may not be able to cover the situation of all brands. Secondly, although this study adopts the questionnaire survey method for market insight and quantitative analysis, there may still be some bias while trying to achieve good data reliability and validity.

With the continuous development and popularization of digital media technology, the research on brand rejuvenation will be more in-depth and extensive. Future research can further expand the scope of the study to explore more brands' rejuvenation strategies in different digital media eras and conduct in-depth analyses with more actual cases. At the same time, more diversified research methods and technical means can also be considered to improve the accuracy and reliability of the study.

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