

[\[Attendee Guide\] Summit 2025 B2C Ac...](#)

[Attendee Guide] Summit 2025 B2C Activation Booth

1. Welcome to The Coca-Cola Real Magic Adobe Summit Experience!

2. Demo Guide

2.1. Plan

2.2. Create

2.3. Engage

2.4. Measure

1. Welcome to The Coca-Cola Real Magic Adobe Summit Experience!

Play the role of a Modern Marketer for The Coca-Cola Company. Ready to plan, create, engage, and measure exceptional brand experiences? Leverage innovations in Adobe enterprise technology to tackle these tasks in record time.

Plan

Estimated duration: 3~5 minutes

You're the marketing manager tasked with creating the Coca-Cola Real Magic campaign project plan. Using Workfront, upload a PDF to generate branded Workfront projects, along with a list of Adobe Experience Platform audiences to target. See how quickly and easily you get from presentation to project plan.

[Read more](#)

Create

Estimated duration: 3 mins

You're the performance marketer tasked with launching a social media campaign for Coca-Cola Real Magic. Use Adobe GenStudio for Performance Marketing, to create social content from pre-approved assets in Adobe Express and Adobe Content Hub. Review for brand compliance in a matter of seconds and publish in record time.

[Read more](#)

Engage

Estimated duration: 3 ~ 4 mins

You're the demand marketer tasked with targeting relevant content to target audiences for the Coca-Cola Real Magic campaign. Use AI Assistant in Adobe Journey Optimizer to assemble an email targeting Coca-Cola consumers. Discover how easy and fast it is to deliver on-brand content to targeted audiences across channels.

[Read more](#)

Measure

Estimated duration: 3 mins

You're an analyst tasked with identifying key insights for the Coca-Cola Real Magic campaign. Use Customer Journey Analytics to generate key performance metrics on-the-fly with simple prompts. Get actionable insights in record time with AI Assistant.

[Read more](#)

2. Demo Guide

2.1. Plan

Experience Overview

You're the marketing manager tasked with creating the Coca-Cola Real Magic campaign project plan. Using Workfront, upload a PDF document to generate branded Workfront campaigns and projects, along with a list of Adobe Experience Platform audiences to target. See how quickly and easily you get from presentation to project plan.

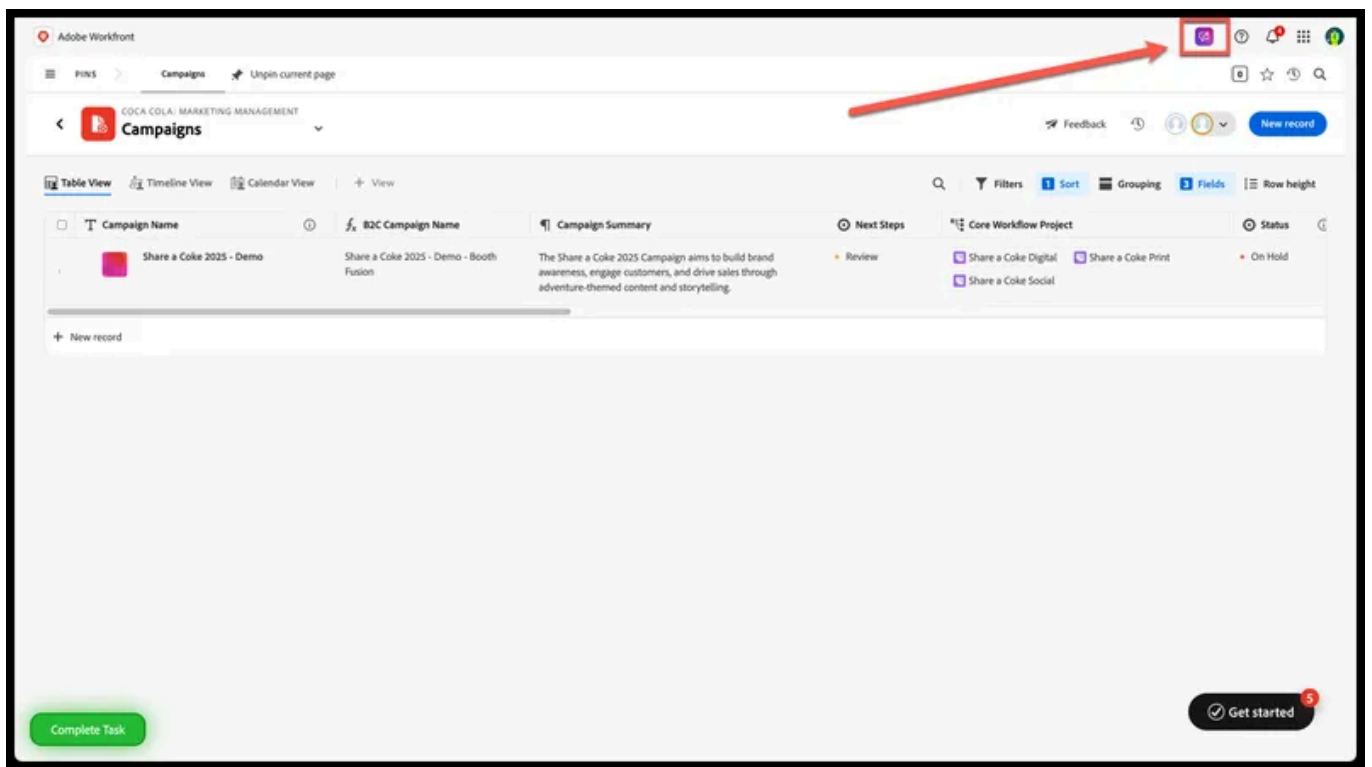


Mobile Experience Plan Demo Flow

The Booth Experience

Step 1: Open the AI Assistant

Get ready to elevate your campaign planning! On the Campaign List page, kick things off by selecting the AI Assistant icon in the top right corner of the screen—it's your gateway to smarter, streamlined workflows in Workfront Planning.



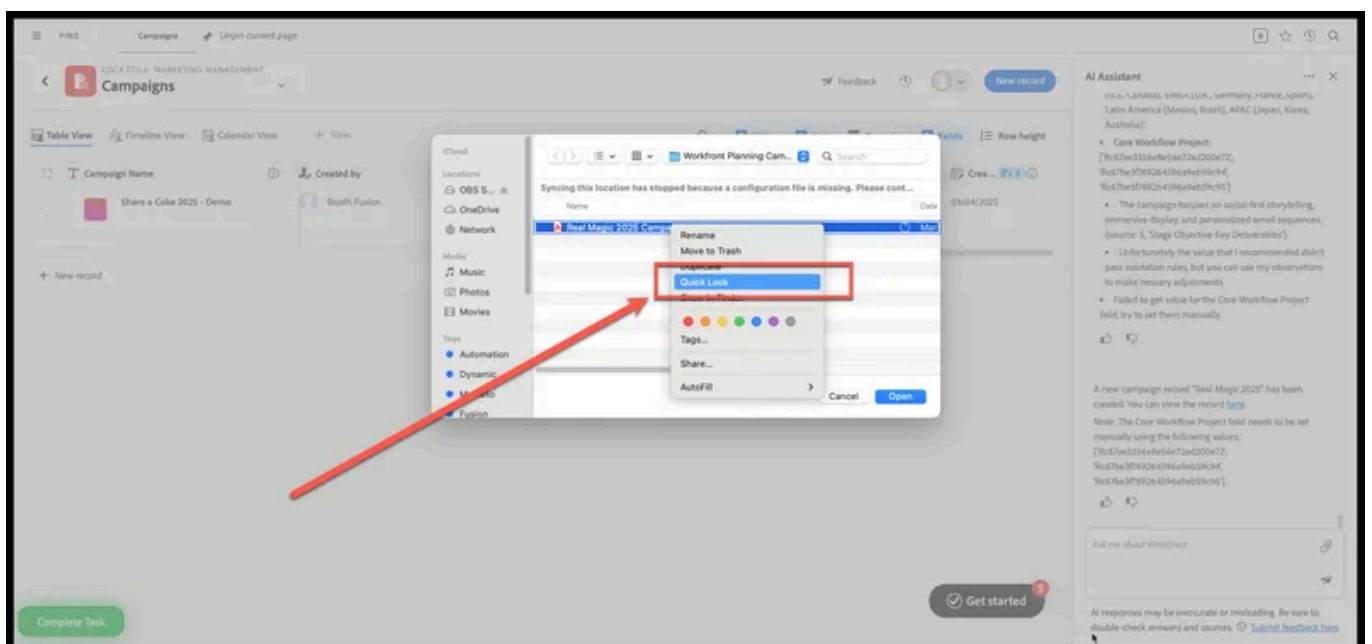
Workfront Planning Campaign List

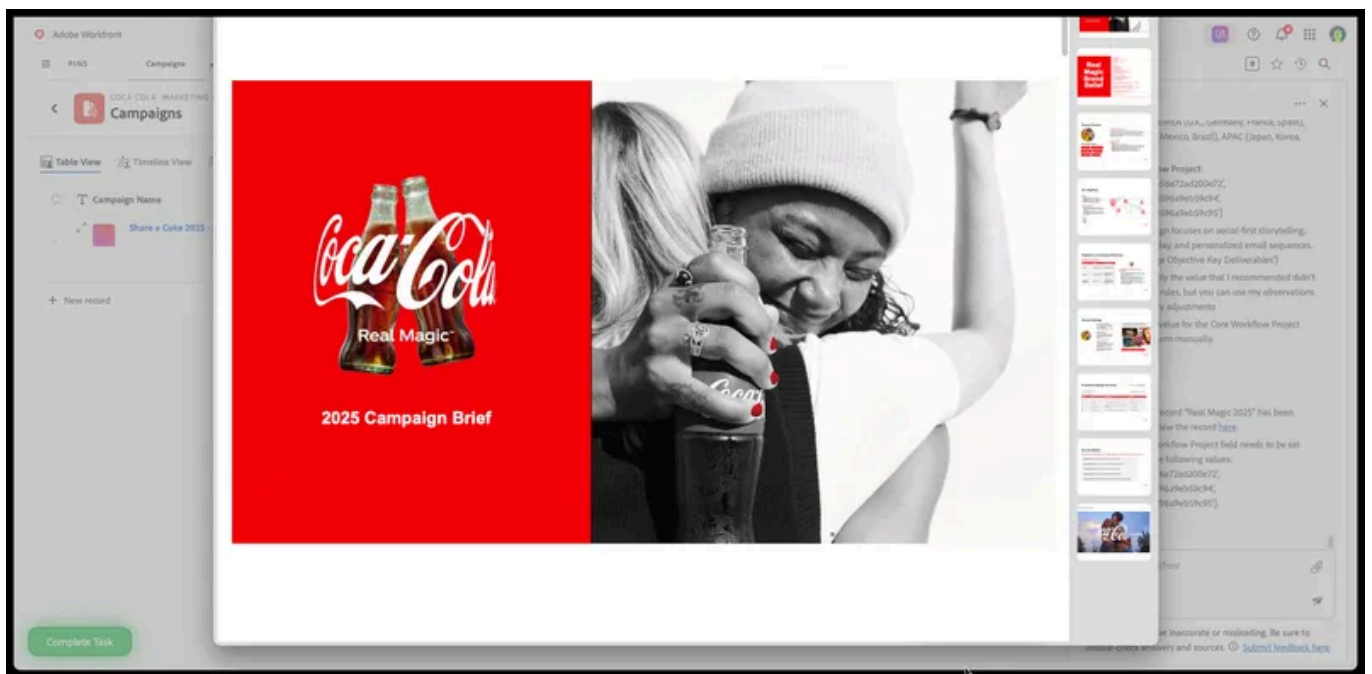
Step 2: Upload the 'Campaign Brief' document

Click the attachment icon:



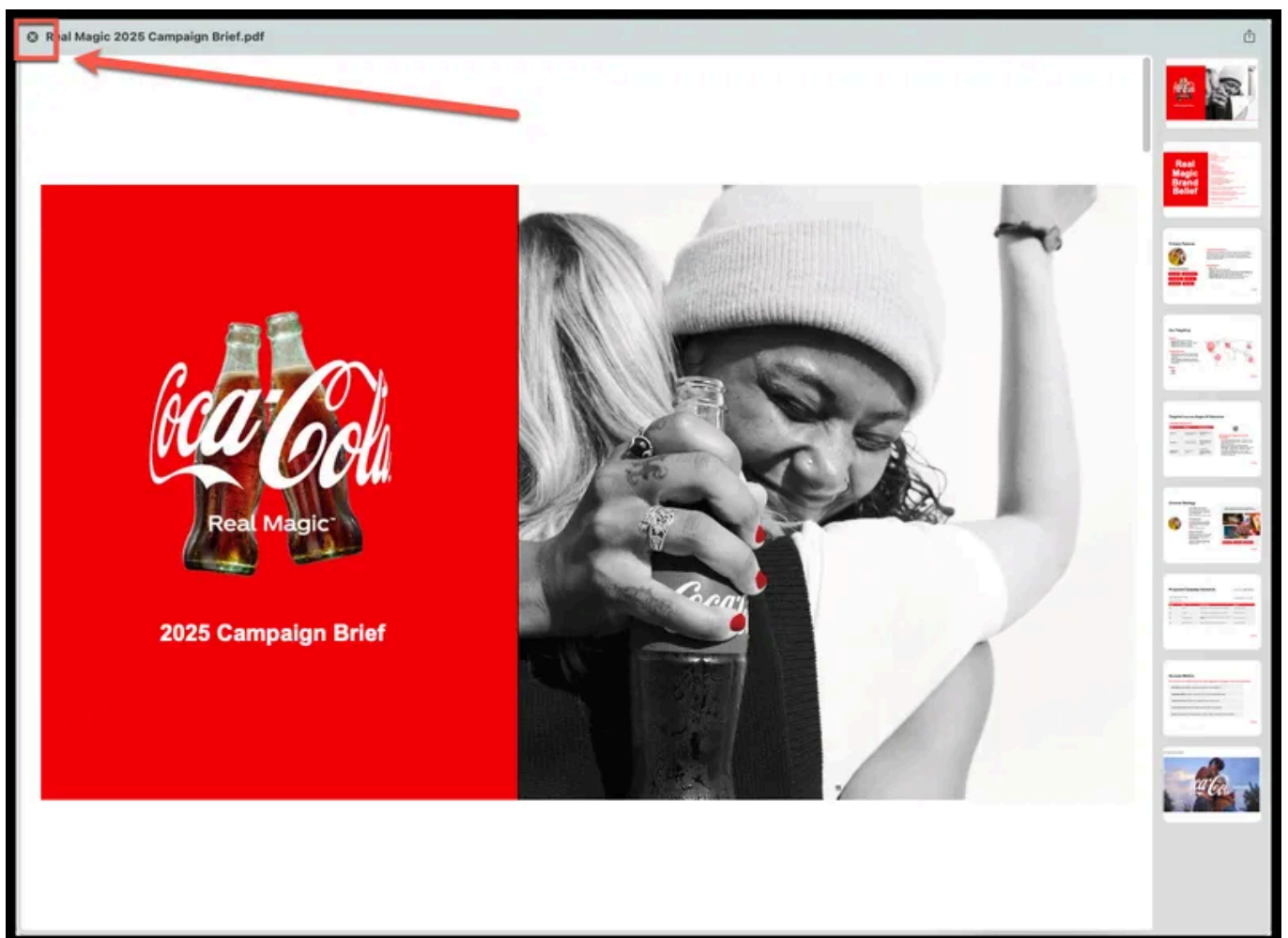
- Select the 'Real Magic 2025 Campaign Brief.pdf' document
- Right Click and select 'Quick Look'



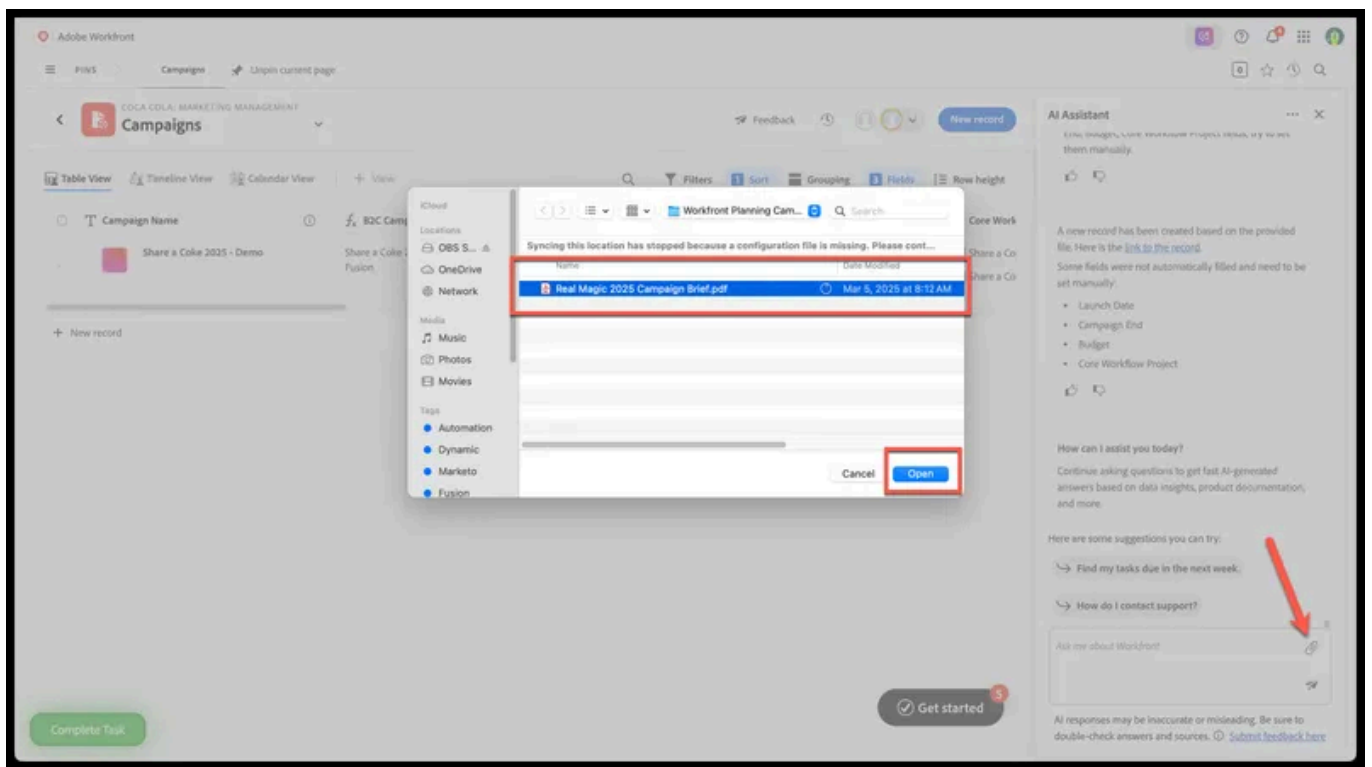


Quick Look Preview

Close preview

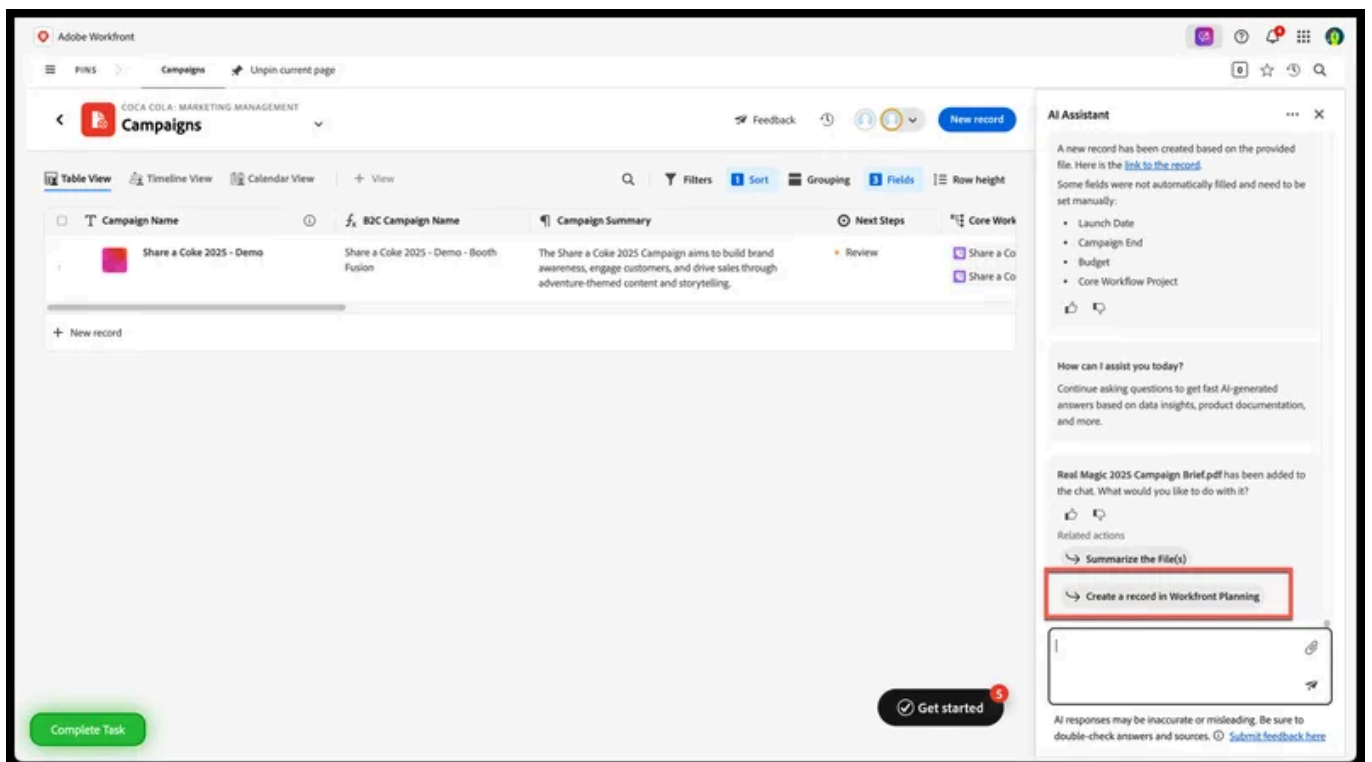


- Click 'Open'



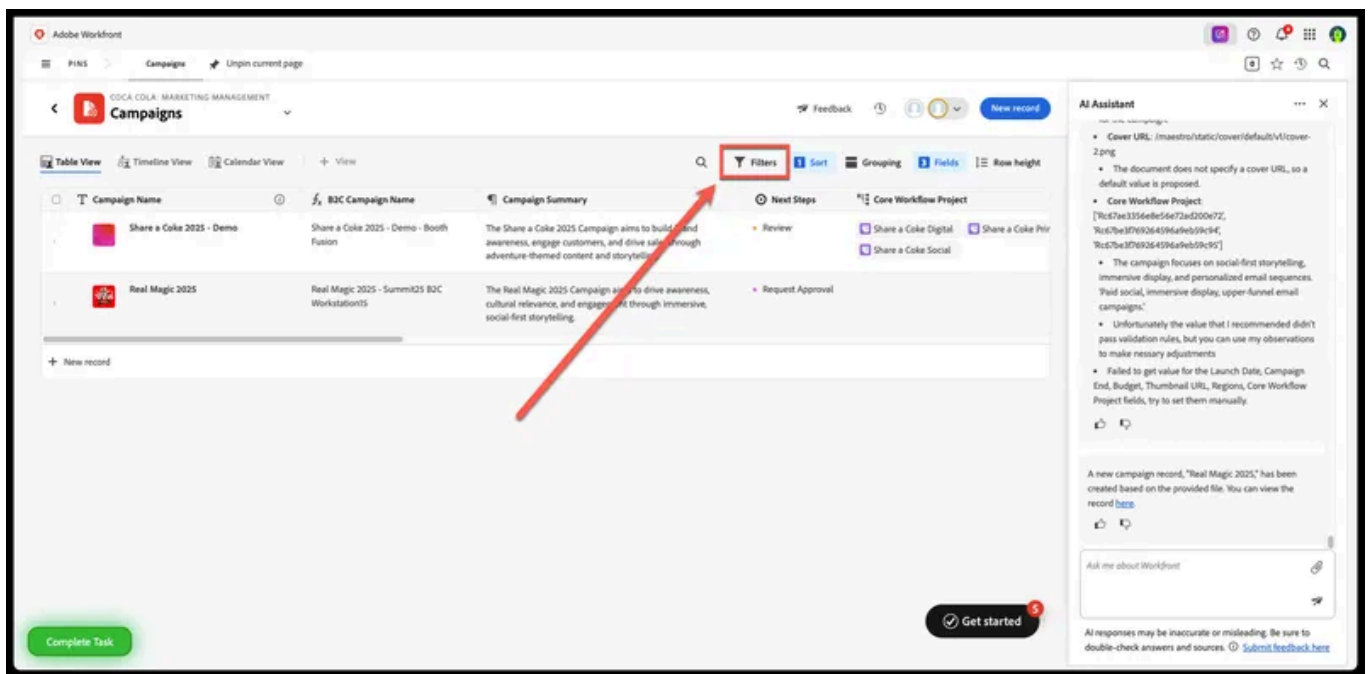
Step 3: Create a campaign record with AI

Select 'Create a record in Workfront Planning'

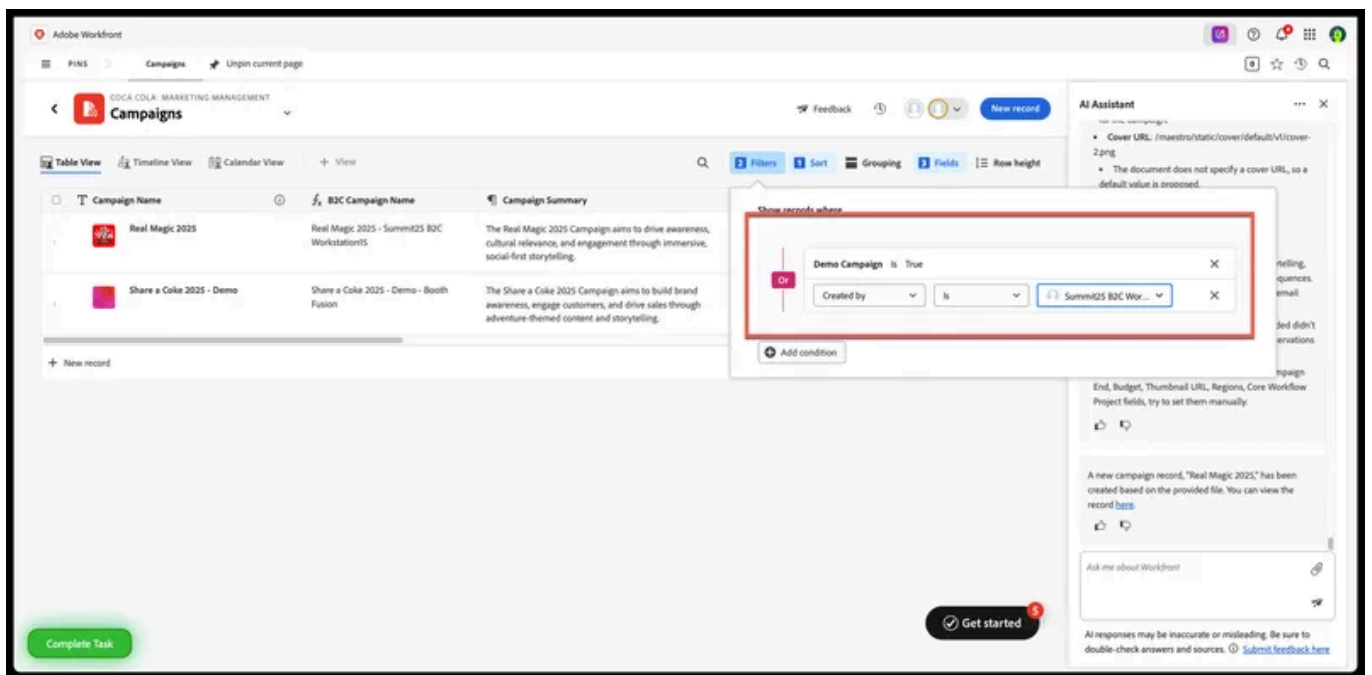


Step 4: Create Filter for Campaigns View

Click 'Filters'

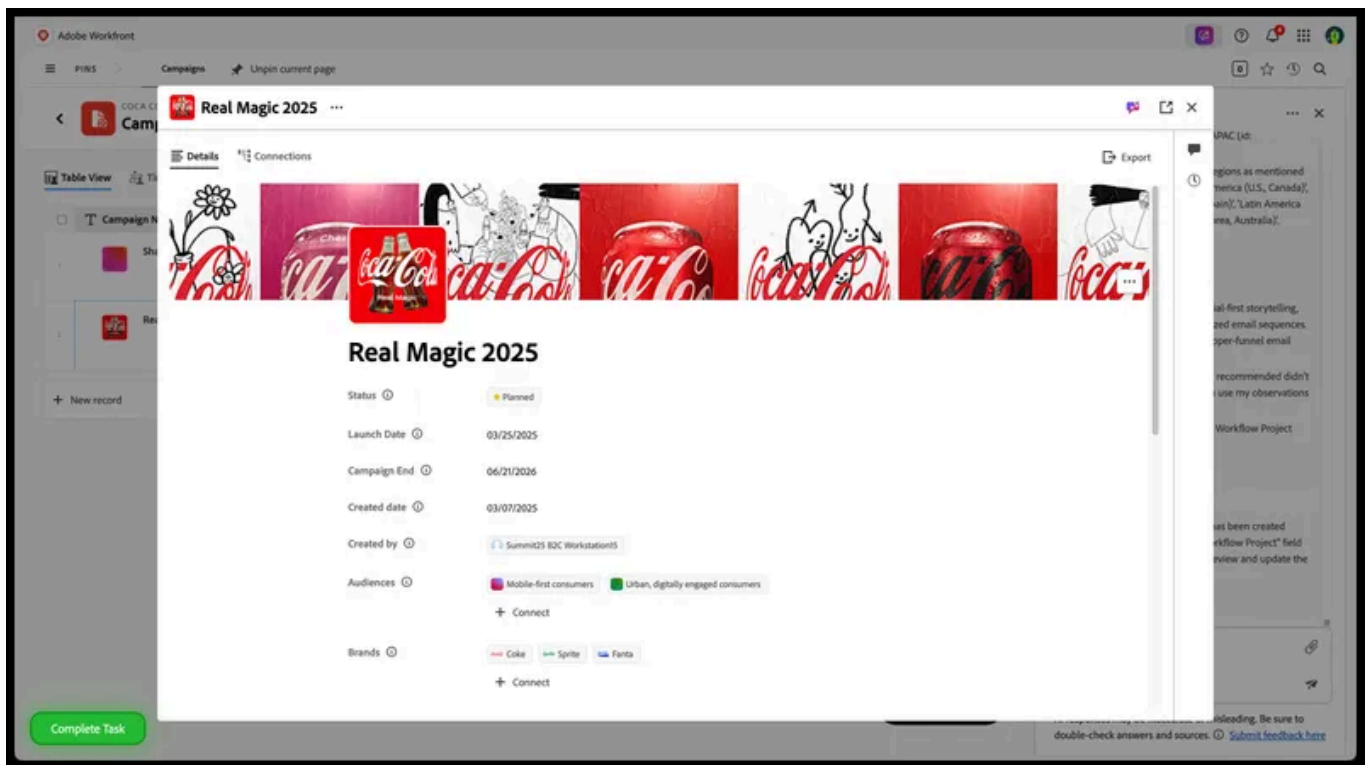
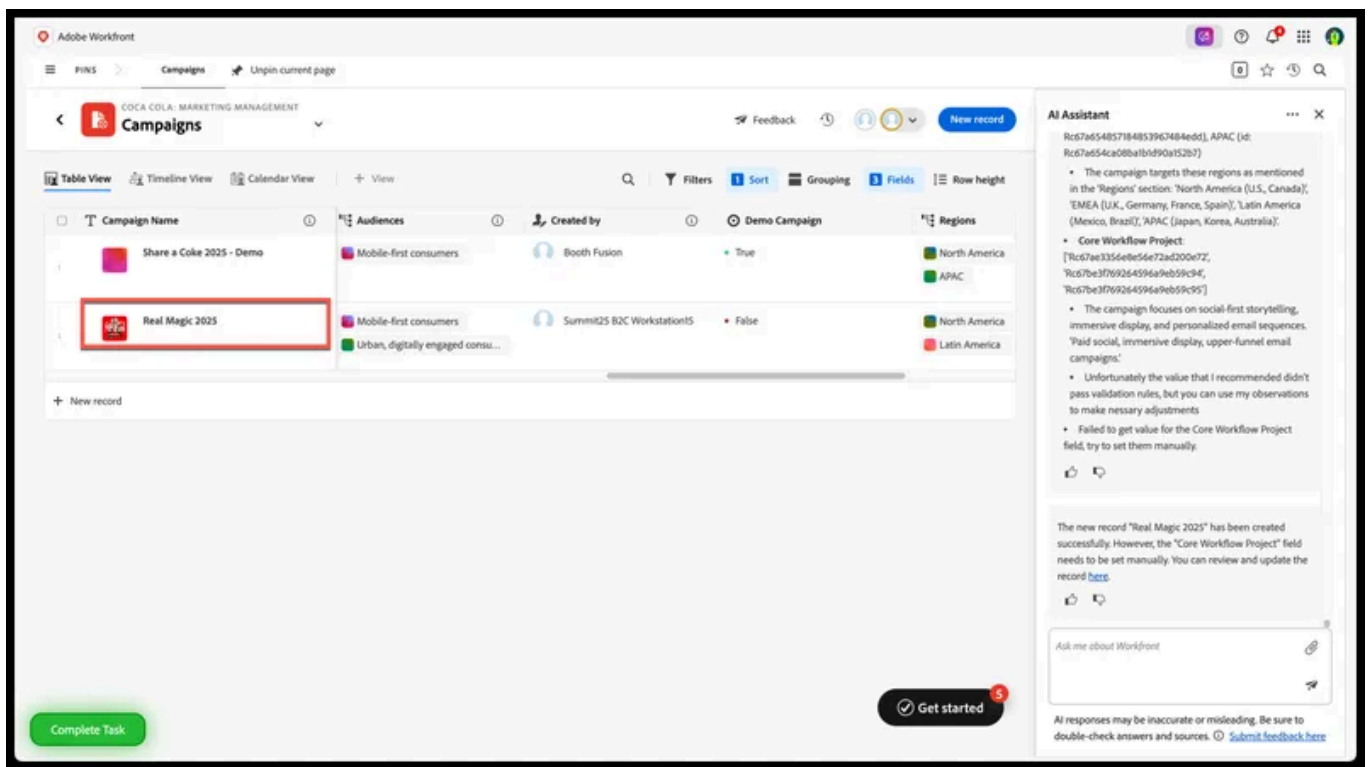


- Select 'Demo Campaign' is 'True'
- Select 'Created By' is 'Summit25 B2C Workstation##'



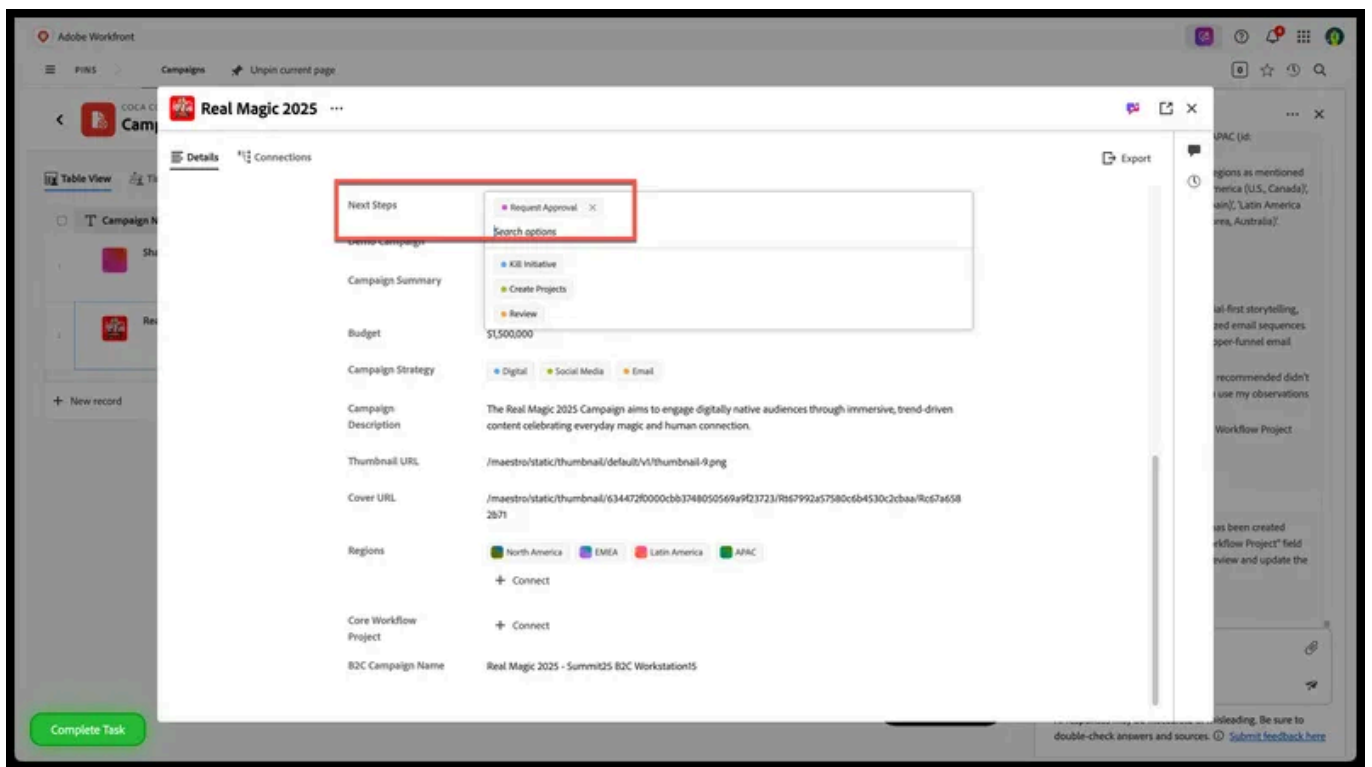
Step 5: Access 'Real Magic 2025' campaign Details

Click 'Real Magic 2025' campaign name

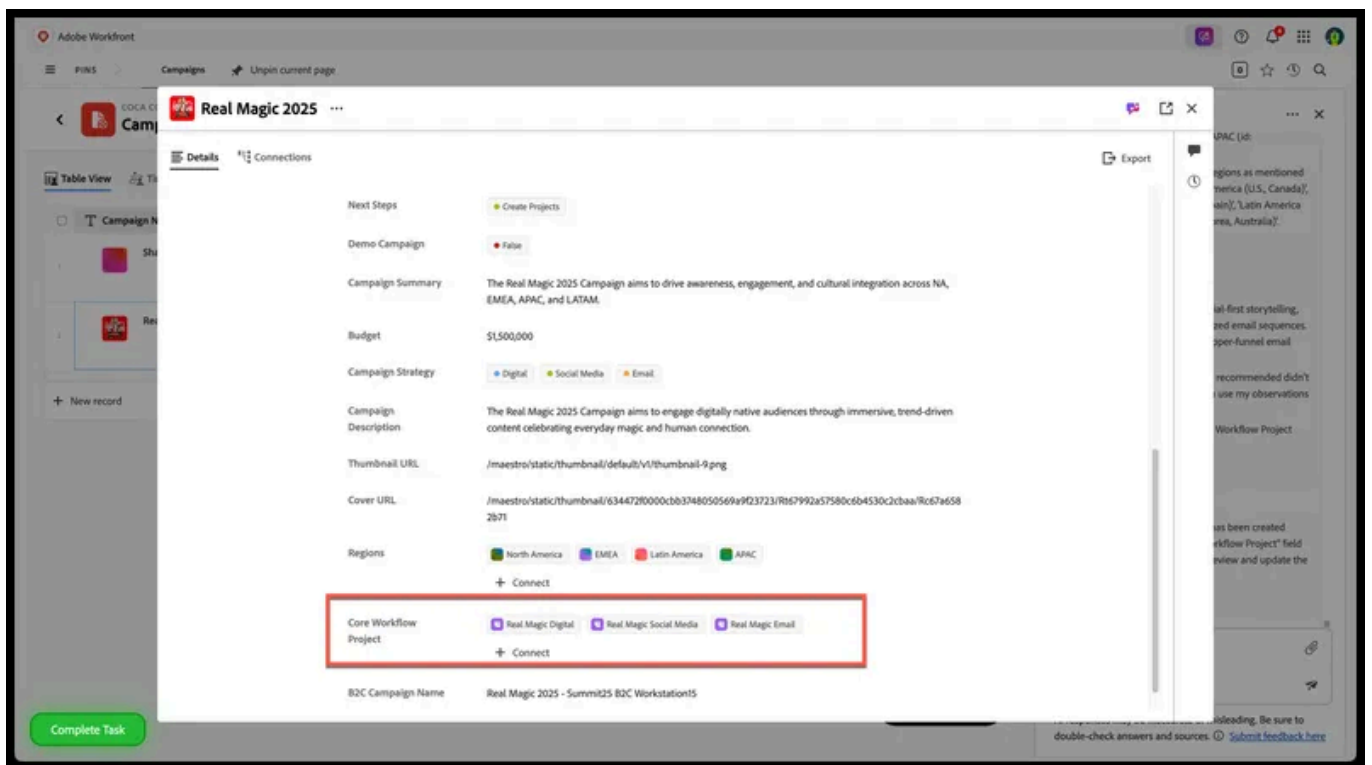


Step 6: Initiate Project Creation

- Click on the 'Next Steps' option
- Select 'Create Projects'



Review Projects



Step 7: Explore & Experience Workfront Planning

/video

Step 8: Exit Planning Pillar

Adobe Workfront

Campaigns

Unpin current page

COCA COLA - MARKETING MANAGEMENT

Campaigns

Feedback

New record

Table View

Timeline View

Calendar View

+ View

Filters

Sort

Grouping

Fields

Row height

	Campaign Name	B2C Campaign Name	Campaign Summary	Next Steps	Core Workflow Project	Status
	 Share a Coke 2025 - Demo	Share a Coke 2025 - Demo - Booth Fusion	The Share a Coke 2025 Campaign aims to build brand awareness, engage customers, and drive sales through adventure-themed content and storytelling.	Review	 Share a Coke Digital  Share a Coke Social	On Hold
	 Real Magic 2025	Real Magic 2025 - Summit25 B2C Workstations	The Real Magic 2025 Campaign aims to drive awareness, engagement, and cultural integration across NA, EMEA, APAC, and LATAM.	Create Projects	 Real Magic Digital  Real Magic Social Media  Real Magic Email	Planned

+ New record

Complete Task

Get started

2.2. Create

Experience Overview

You're the performance marketer tasked with launching a social media campaign for Coca-Cola Real Magic. Use Adobe GenStudio for Performance Marketing, to create social content from pre-approved assets in Adobe Express and Adobe Content Hub. Review for brand compliance in a matter of seconds and publish in record time.



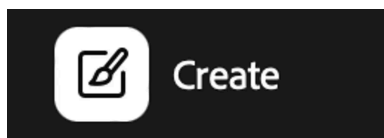
Mobile Experience Create Demo Flow

The Booth Experience

GenStudio for Performance Marketing harnesses the power of generative AI to accelerate the content creation process and ensure high-quality content generation.

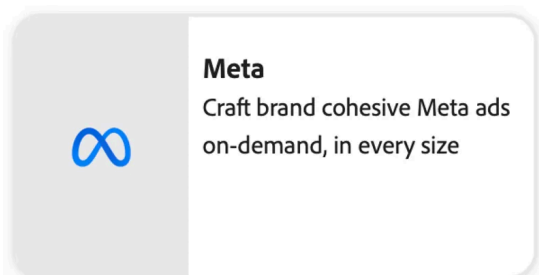
Step 1: Create

Click **Create** in GenStudio PeM.



Step 2: Select Meta Ad

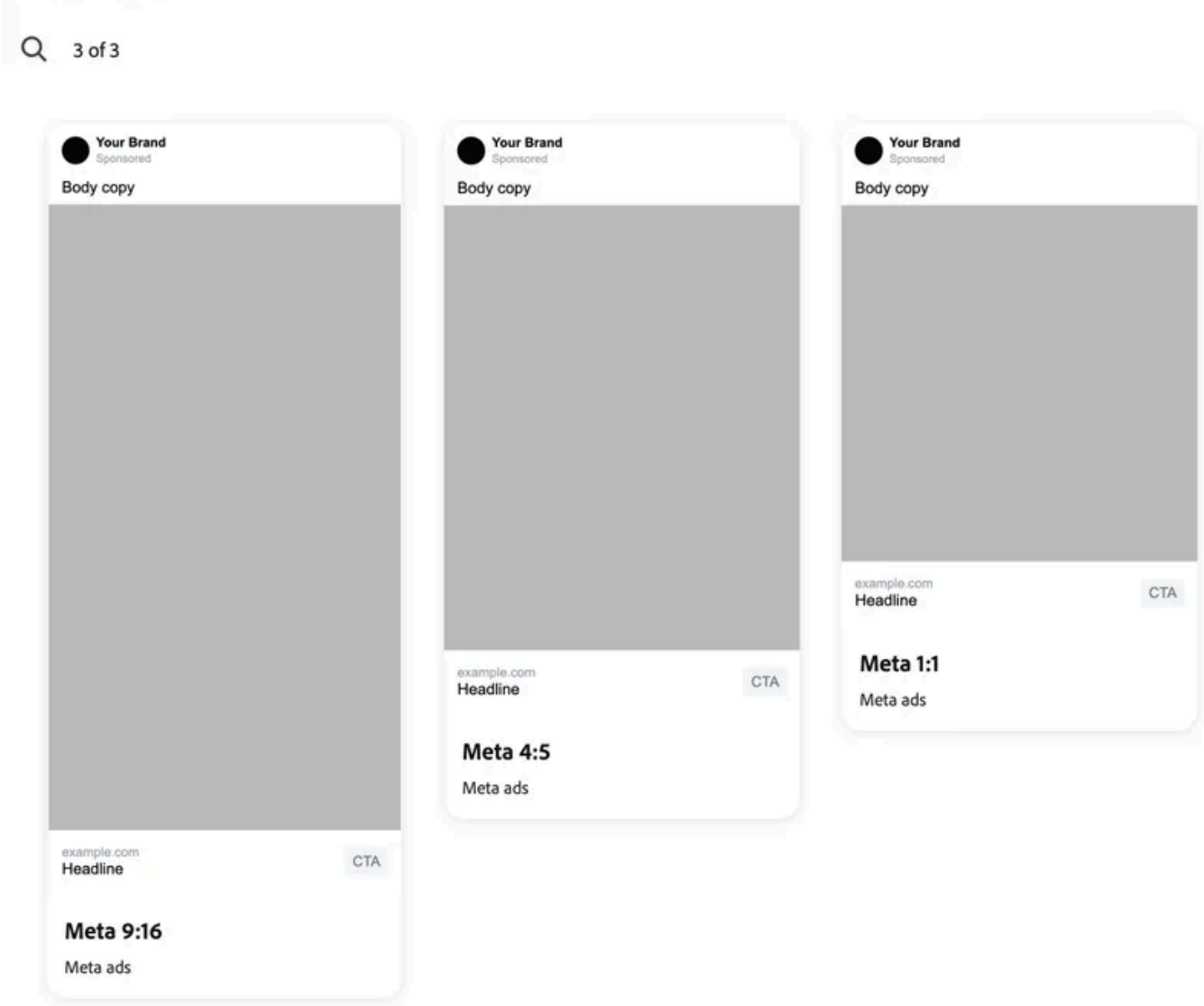
Select **Meta**. GenStudio PeM also allows you to create email and display ads with other platforms coming later this year.



Step 3: Select Template

Select any template. Templates are imported as HTML, in a future release templates can be created in Adobe Express.

Select template



Click **Use**.

Step 4: Select Brand, Persona and Product

Select a **Brand**, **Persona** and **Product**. These parameters inject guidelines into the generation process ensuring that the content is customized to align with a brand's comprehensive identity.

 Parameters

BrandCoca-Cola Real Magic

PersonaThe Cultural Tastemaker

ProductCoca-Cola® Original

Select content to add to the experience and influence the text that's generated.

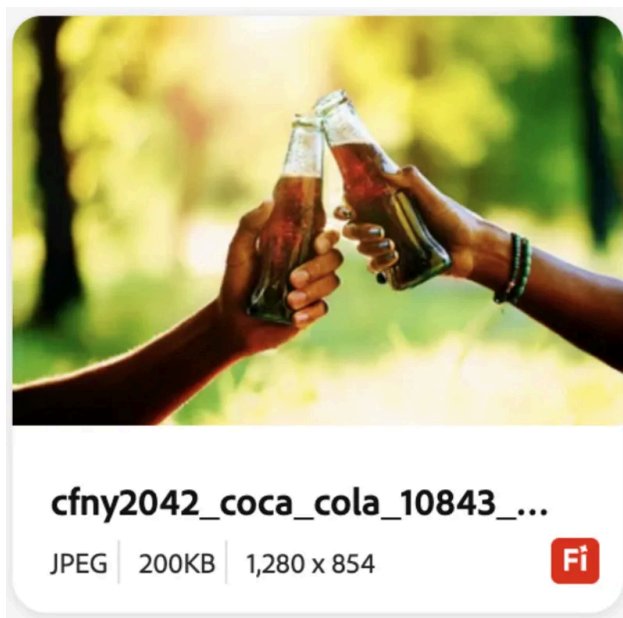
 Drag and drop

Supported file types: jpeg, png, gif

Select from Content

Step 5: Select Images

Click **Select from Content** and select up to three images. Images with an **Fi** icon have backgrounds created with Firefly Services. Images will be displayed in the meta ad and will also inform the LLM when creating the copy.



Step 6: Enter Prompt

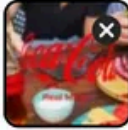
Enter a prompt, ex: **summer celebration with friends**, and click **Generate**.

Parameters

Brand
Coca-Cola Real Magic
Persona
The Cultural Tastemaker
Product
Coca-Cola® Original

Select content to add to the experience and influence the text that's generated.

+




summer celebration with friends

Coca-Cola Real ...
The Cultural Tast...
Coca-Cola® Original

Generate

AI responses may be inaccurate or misleading. Be sure to double-check responses and sources. [Learn more](#)

Step 7: Review Brand Validation Score

GenStudio for Performance Marketing conducts brand validation on various aspects of a brand's identity. A brand validation score is available at the top of each Meta ad. This score indicates its compliance with brand guidelines and coherence between text and images. In this example the generated content has a score of 100/100.

100

1:1 Square AD 1/4

...

Your Brand
Sponsored

Summer vibes? Celebrate with the crisp, classic taste of Coca-Cola. Best enjoyed with friends!

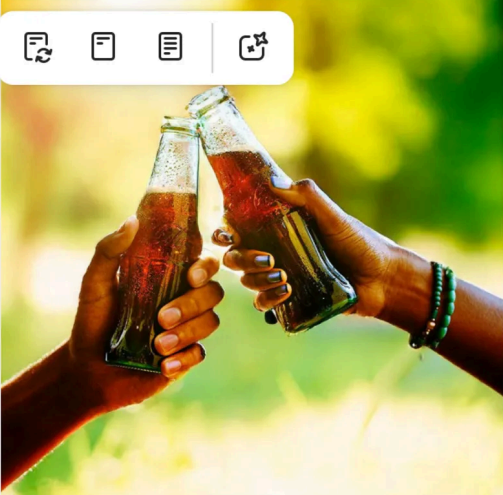
Step 8: Optional: Modify Body Copy

After the Meta ad has been generated select any body copy to view the regenerate options: rephrase, shorten, lengthen or generate new text.

Body

94 characters

Summer vibes? Celebrate with the crisp, classic taste of Coca-Cola. Best enjoyed with friends!



example.com

Cheers to summer fun!

Learn more

Step 9: Complete Task

Click **Complete Task** in the lower left to go to the next task.

2.3. Engage

Experience Overview

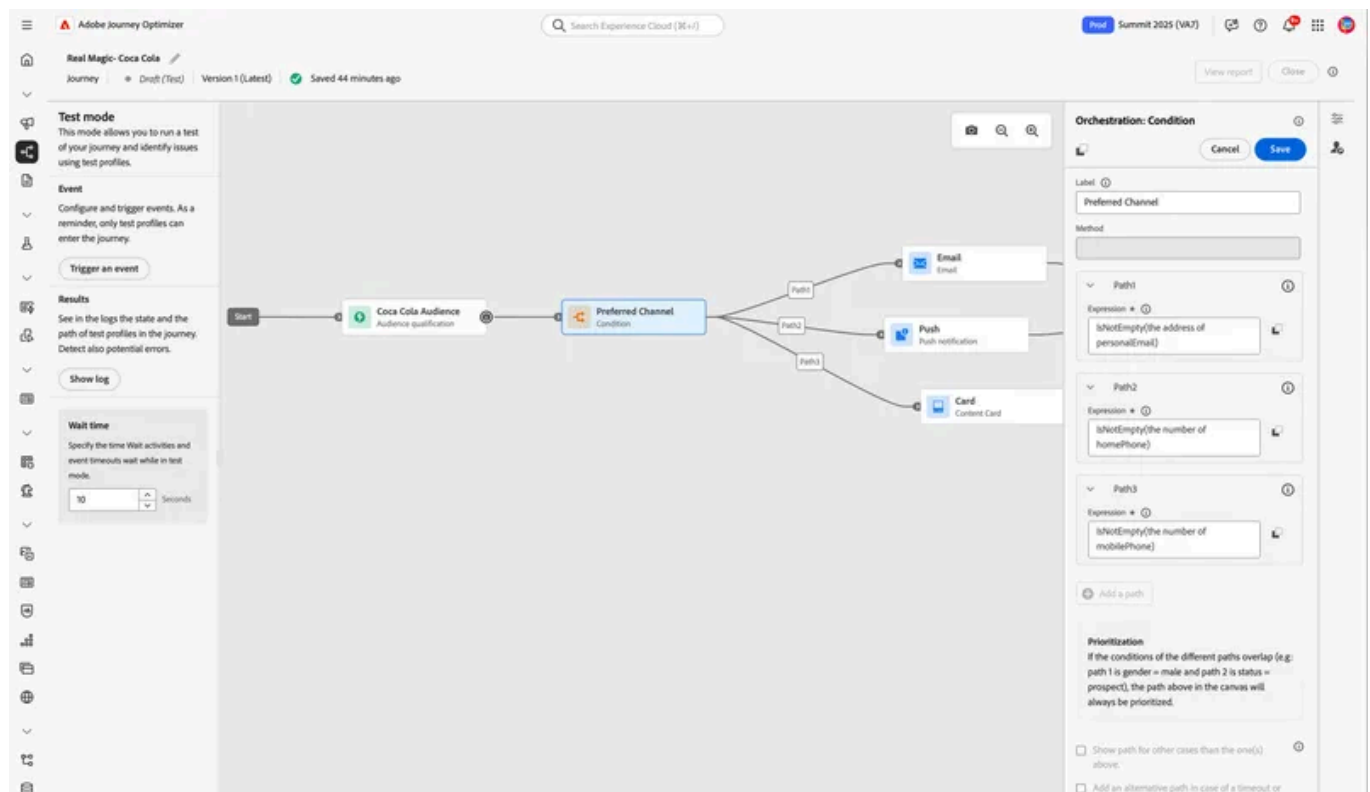
You're the demand marketer tasked with targeting relevant content to target audiences for the Coca-Cola Real Magic campaign. Use AI Assistant in Adobe Journey Optimizer to assemble an email targeting Coca-Cola consumers. Discover how easy and fast it is to deliver on-brand content to targeted audiences across channels.

The Booth Experience

Step 1 : Explore Canvas

Adobe Journey Optimizer includes an omnichannel orchestration canvas which allows marketers to harmonize marketing outreach with one-to-one customer engagement. The user interface allows you to easily drag and drop activities from the palette into the canvas to build your journey.

In this journey we are starting with an audience and then sending content to the preferred channel.



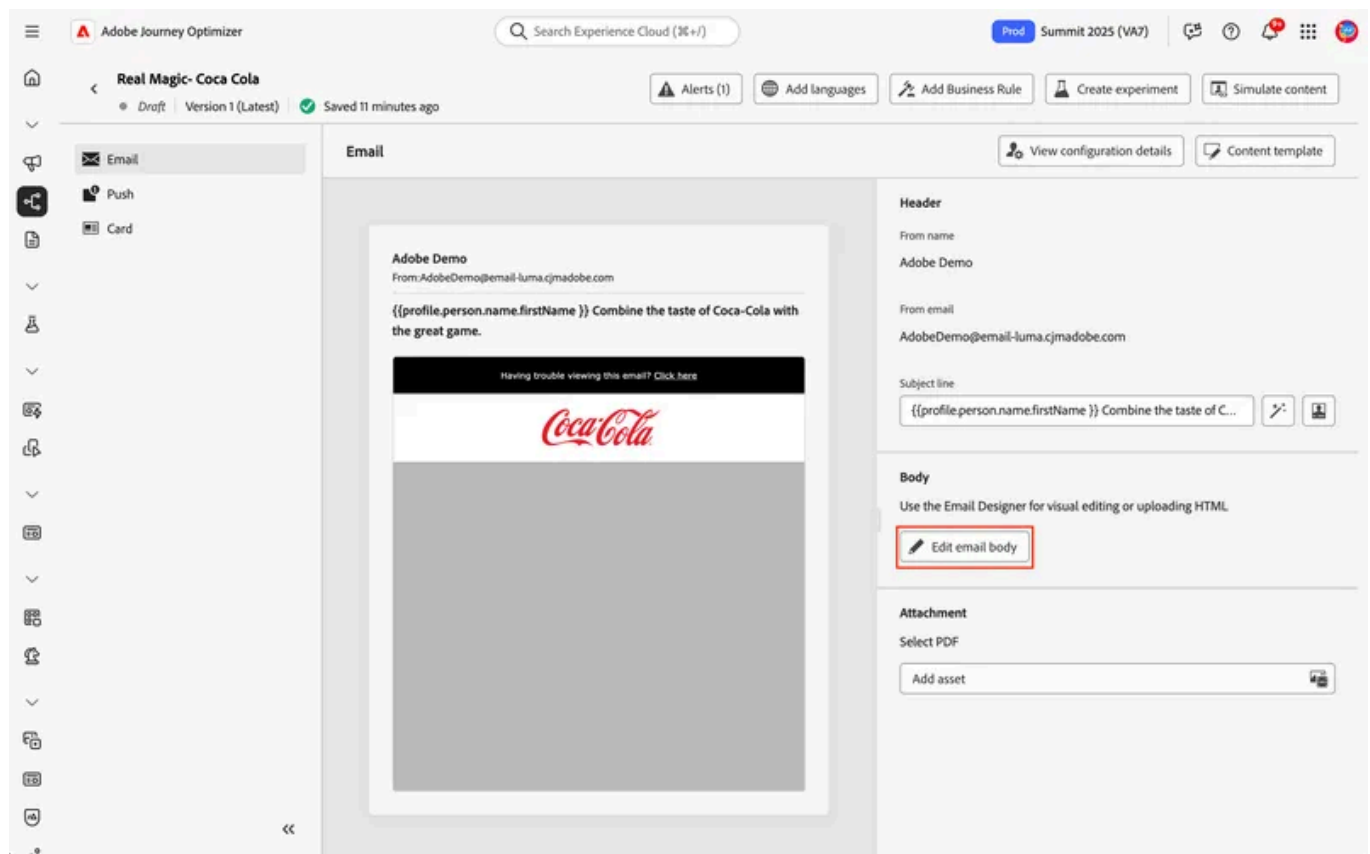
Step 2: Edit the Email channel

Use AI Assistant in Journey Optimizer to generate engaging text content that resonates with your audience. Whether you need to enhance email copy, create compelling web content, craft persuasive landing page text, write push notification messages, or compose SMS messages, AI Assistant helps you deliver impactful text.

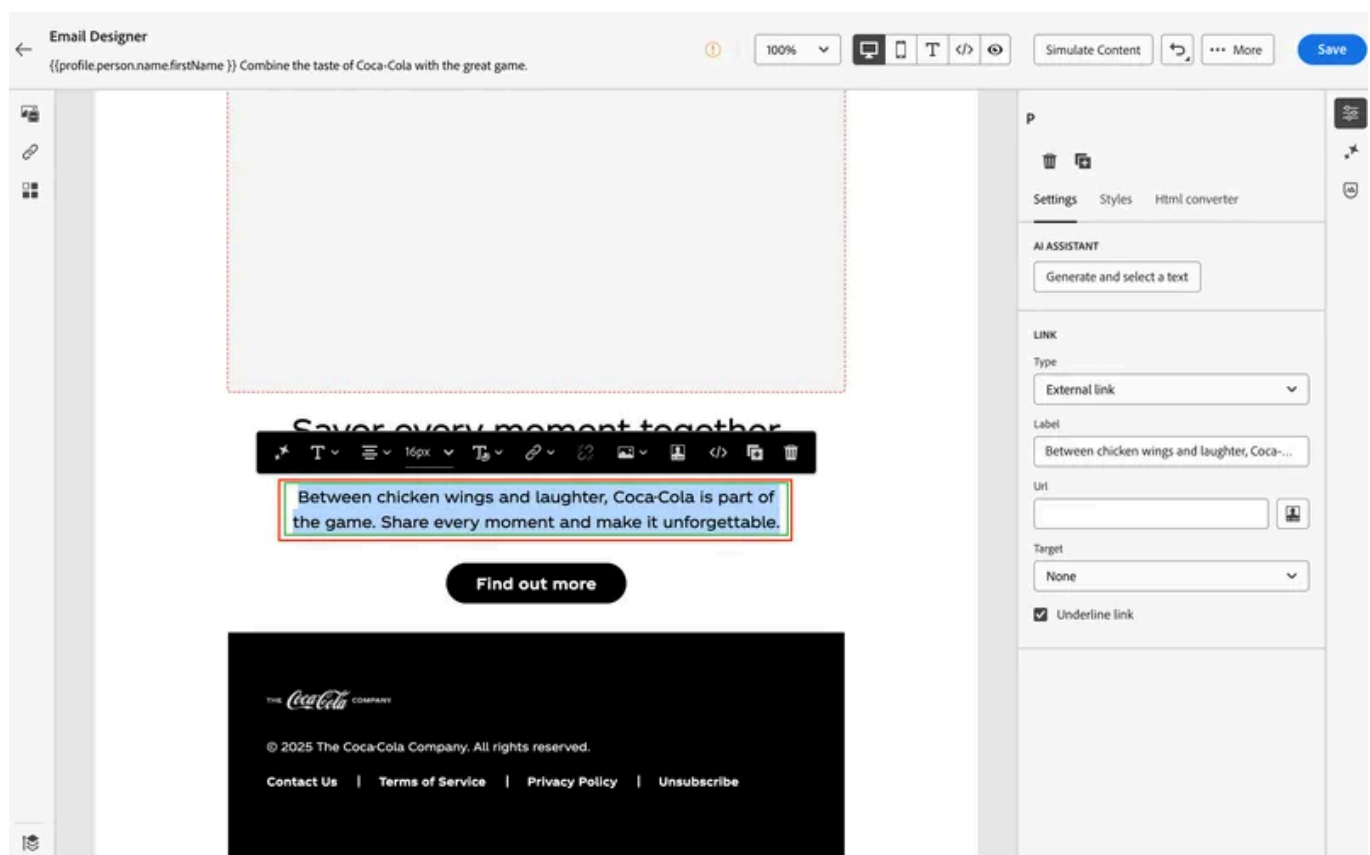
1. Click the **Email** channel in the canvas and then click **Edit content**.

The screenshot displays the Adobe Journey Optimizer interface. On the left, a sidebar shows the 'Real Magic- Coca Cola' journey, with 'Draft' status and 'Version 1 (Latest)' selected. The main canvas shows a journey flow with three paths (Path1, Path2, Path3) leading to three actions: 'Email' (highlighted with a red box), 'Push' (Push notification), and 'Card' (Content Card). On the right, the 'Actions: Email' panel is open, showing fields for Label, Description, Category (Marketing), and Email configuration (marketing_email). The 'Edit content' button is highlighted with a red box. Below these fields, there are sections for Experiment, Multilingual, and Tracking, all marked as 'Not added'.

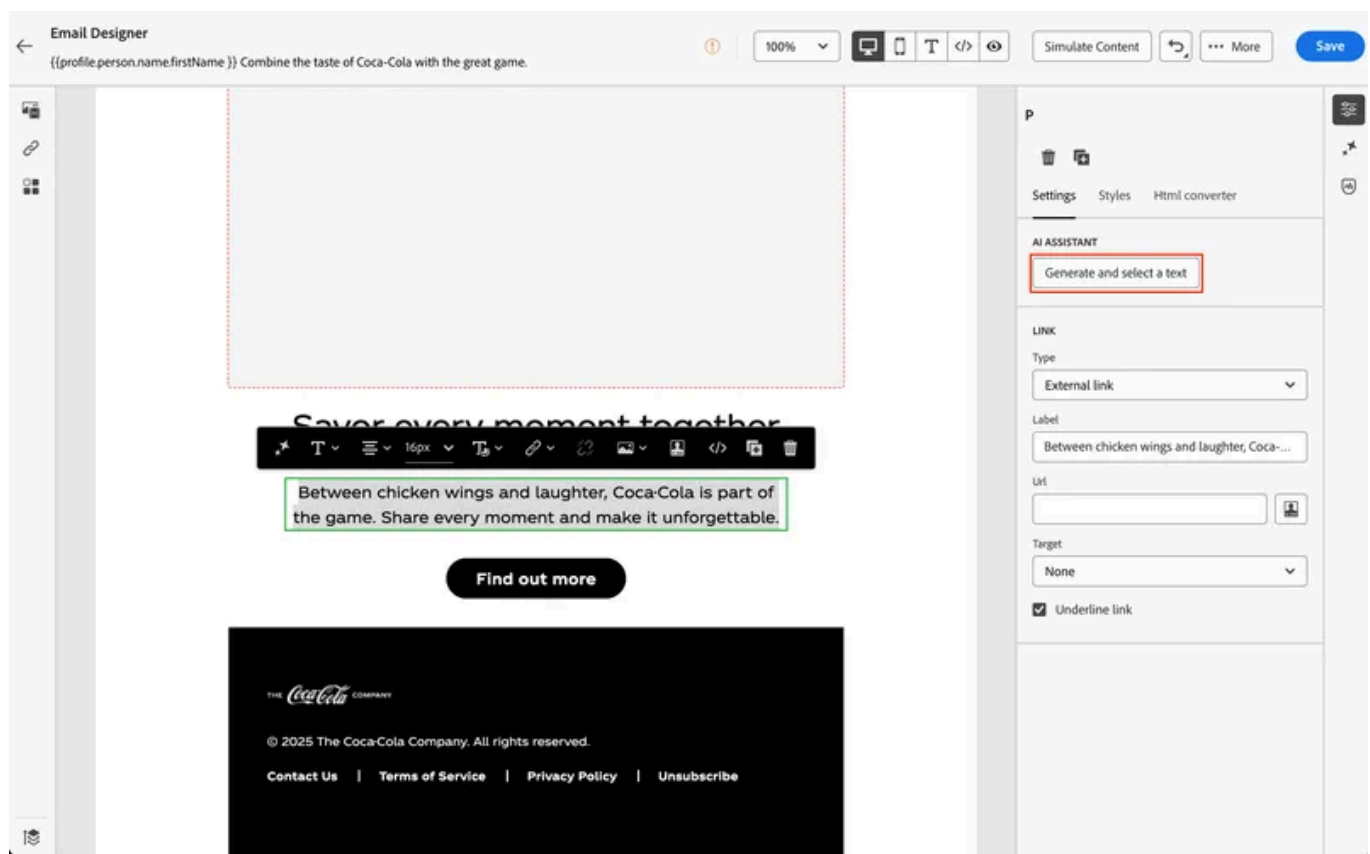
2. Click **Edit email body**.



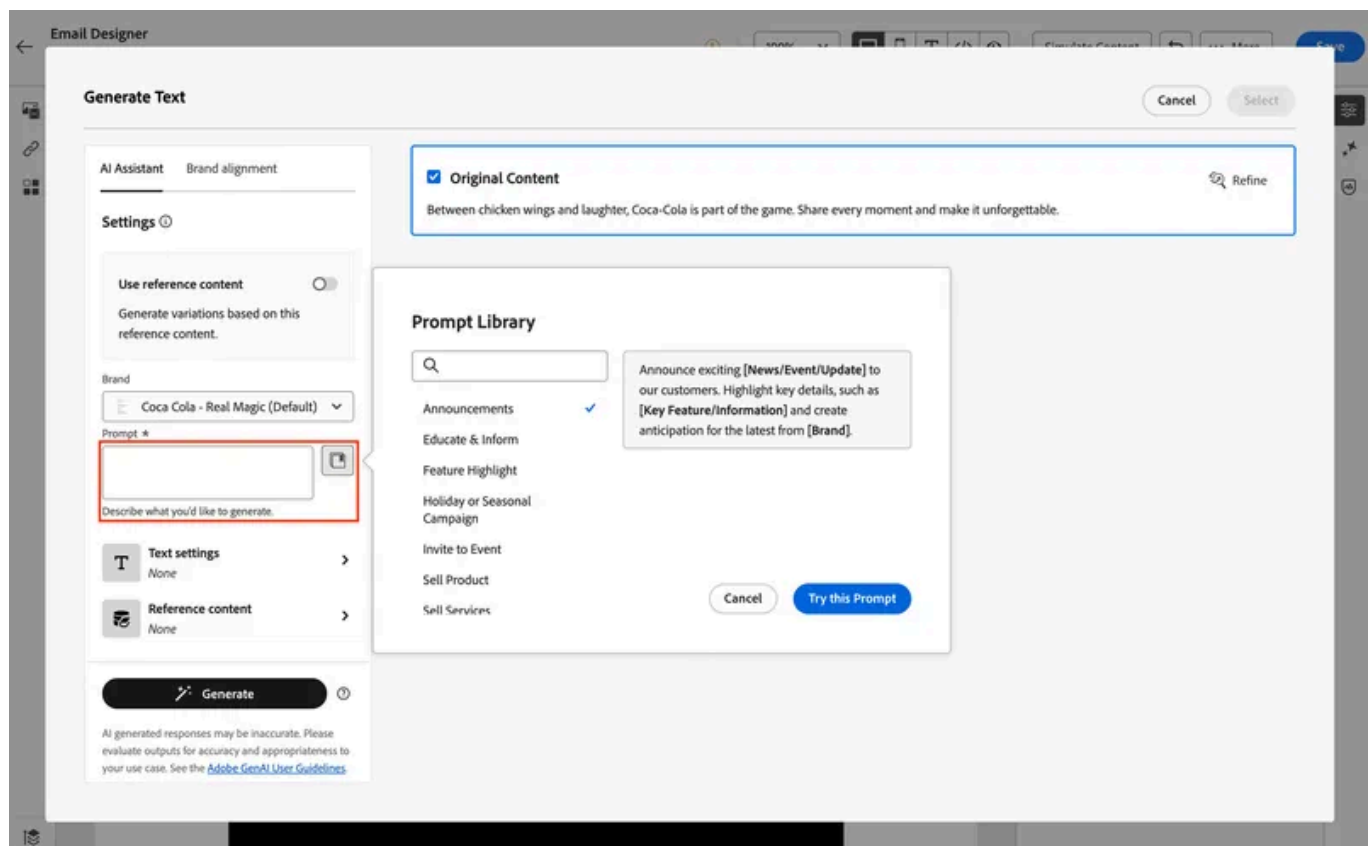
3. Select the **Between chicken wings and laughter, Coca-Cola is part of the game. Share every moment and make it unforgettable.**



4. Click **Generate and select a text.**

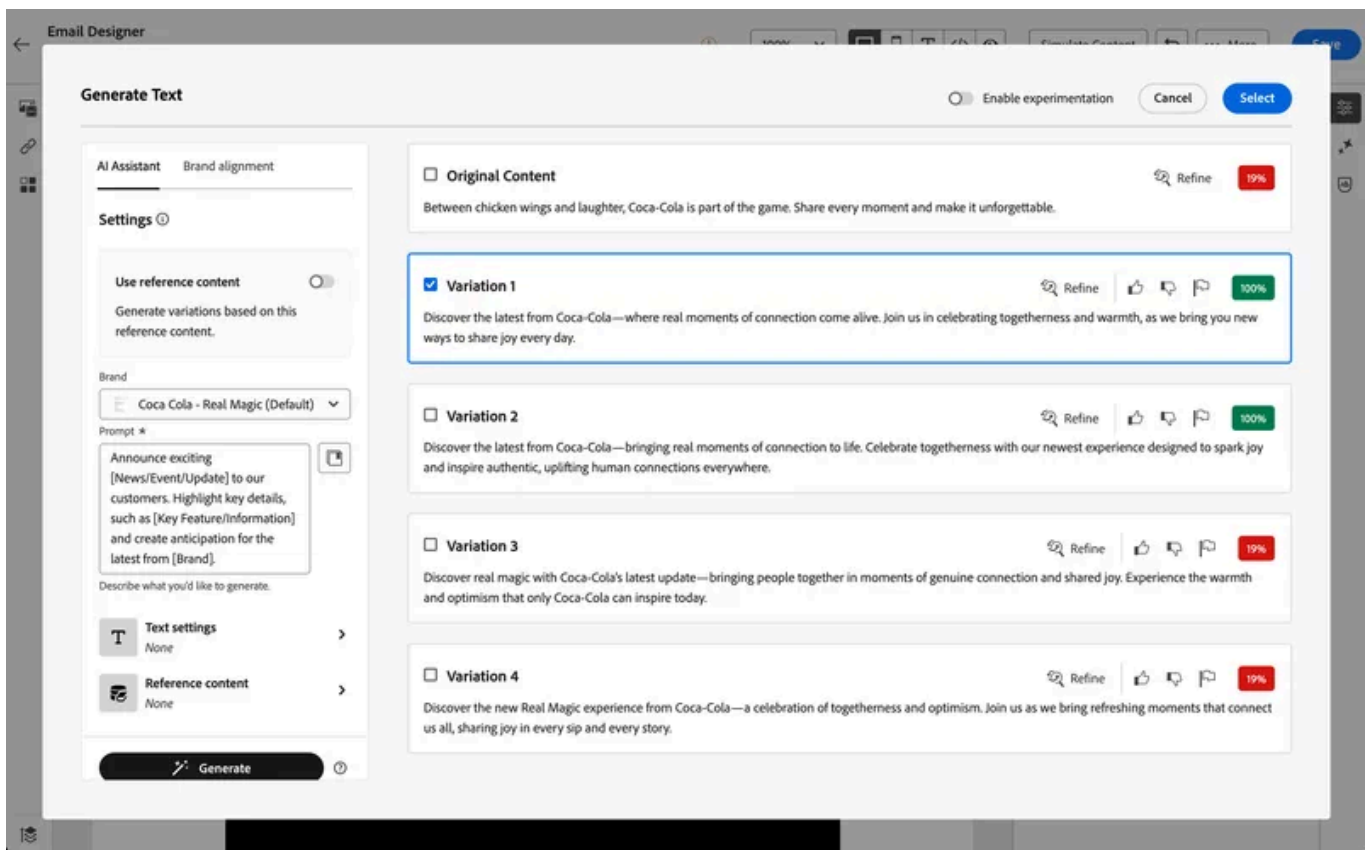


5. Enter a prompt or click the prompt library icon to select from a premade prompt.



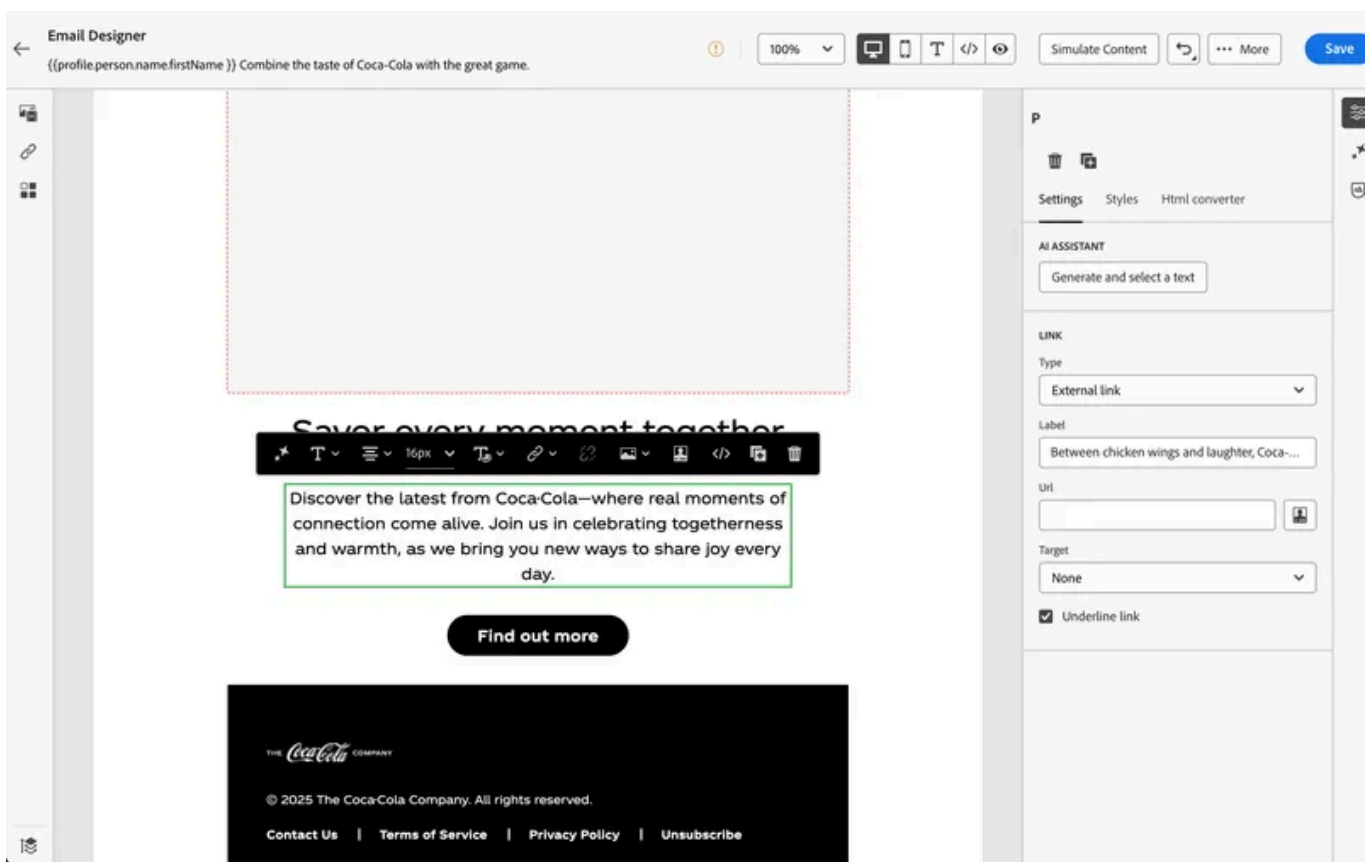
6. Click **Generate** to create the variations.

7. Review the variations created with AI Assistant.

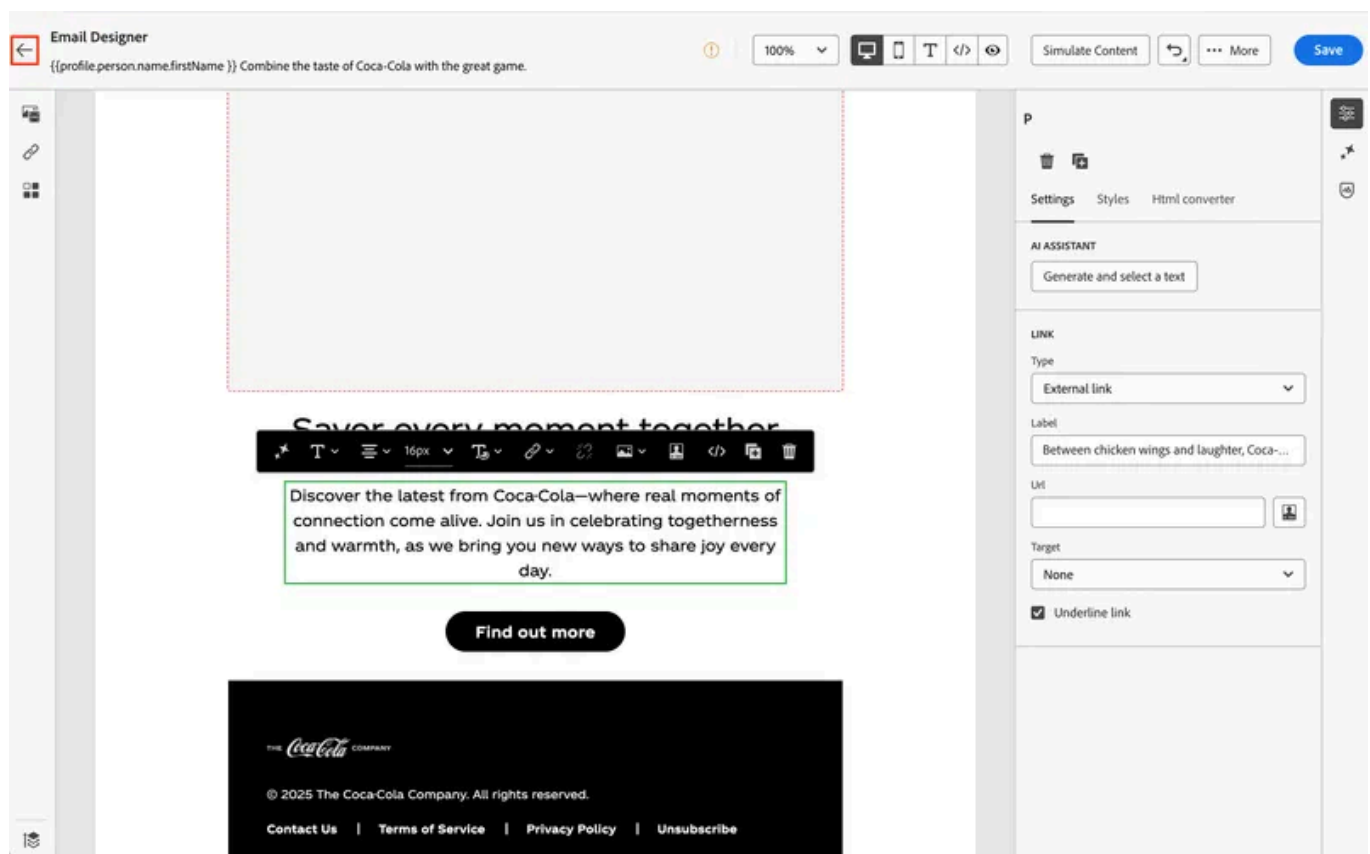


8. Select a variation and then click **Select**.

9. Review the variation in the email.



10. Click the back arrow in the upper left.

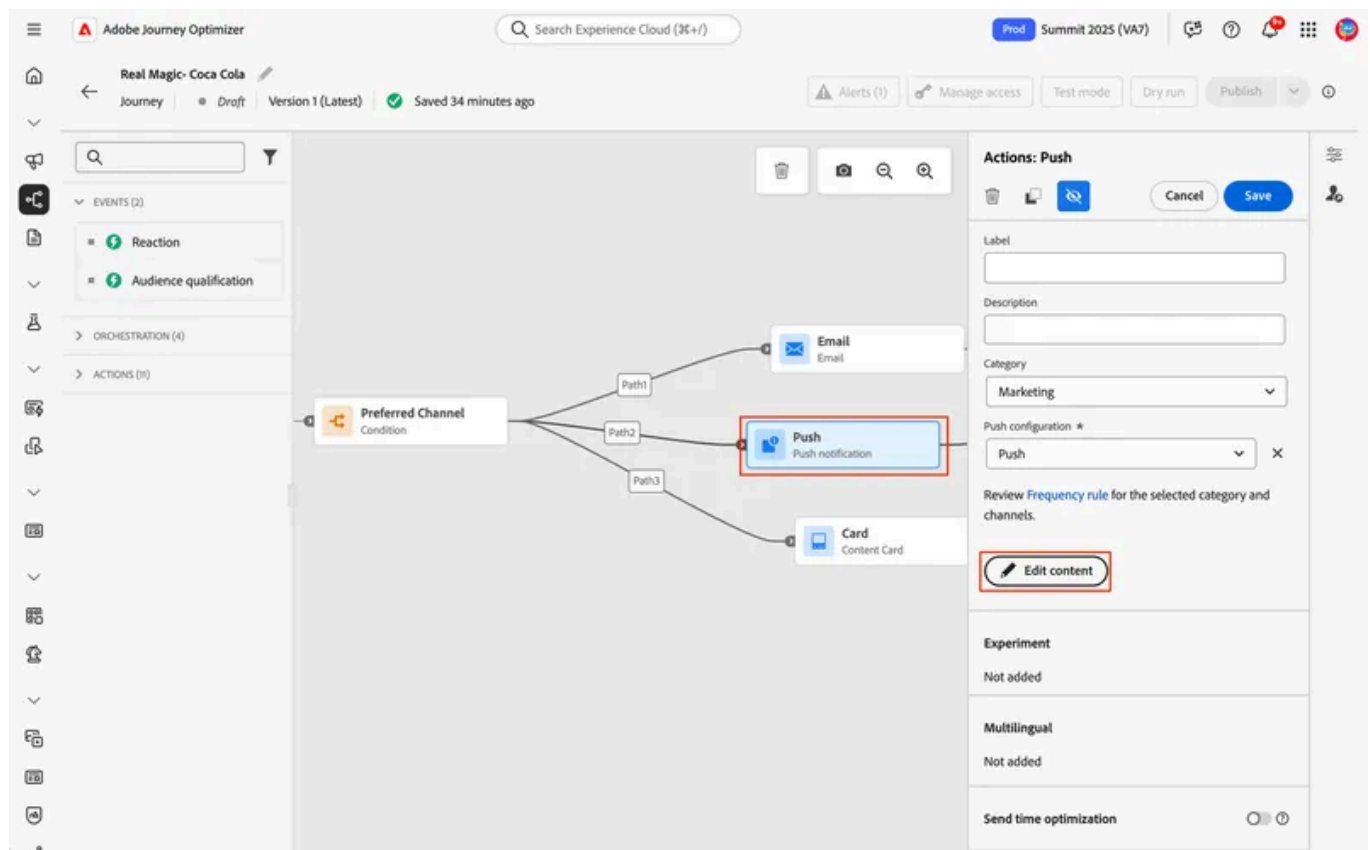


11. Click **Close without saving** in the dialog.

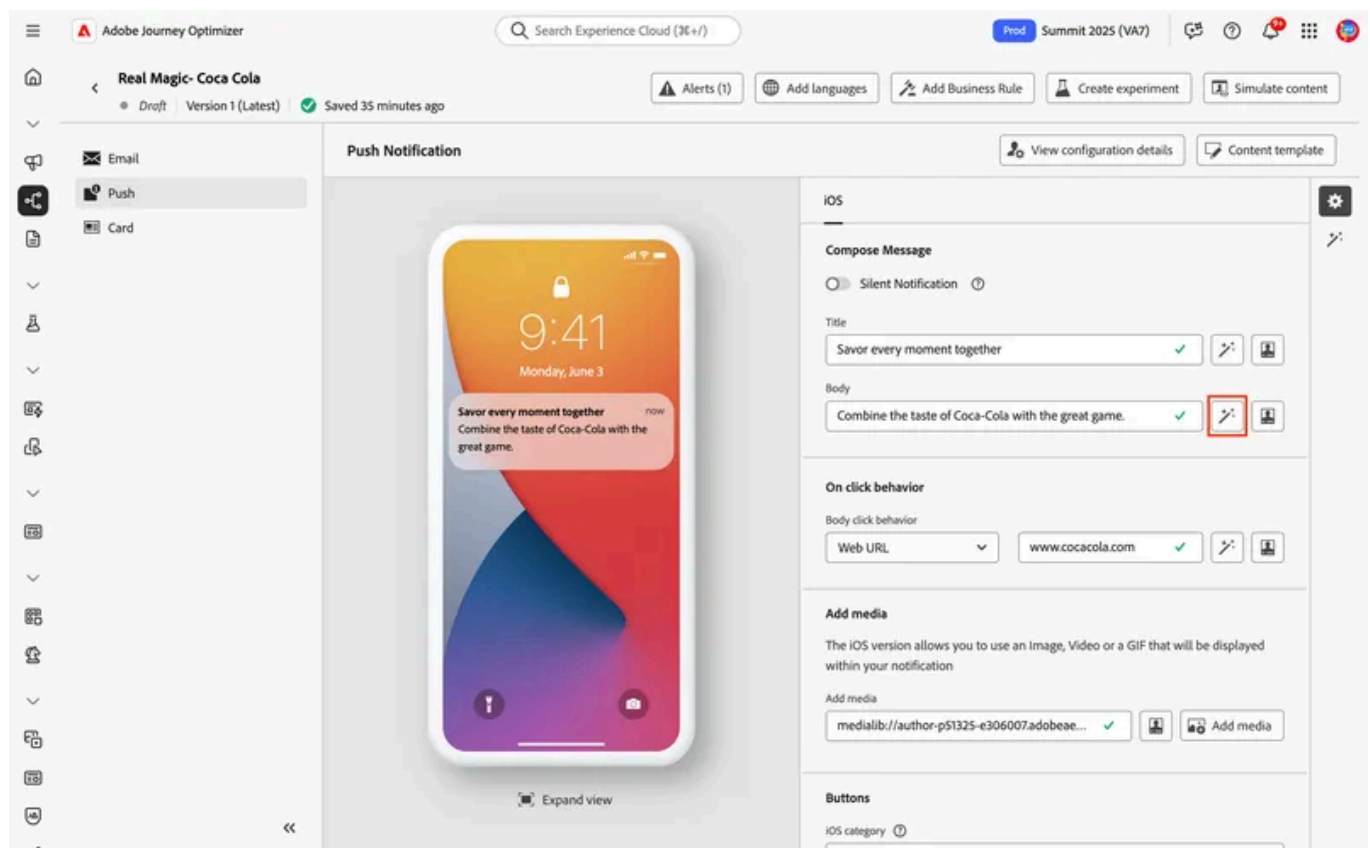
Step 3: Edit the Push channel

In this step you will generate new push content with AI Assistant.

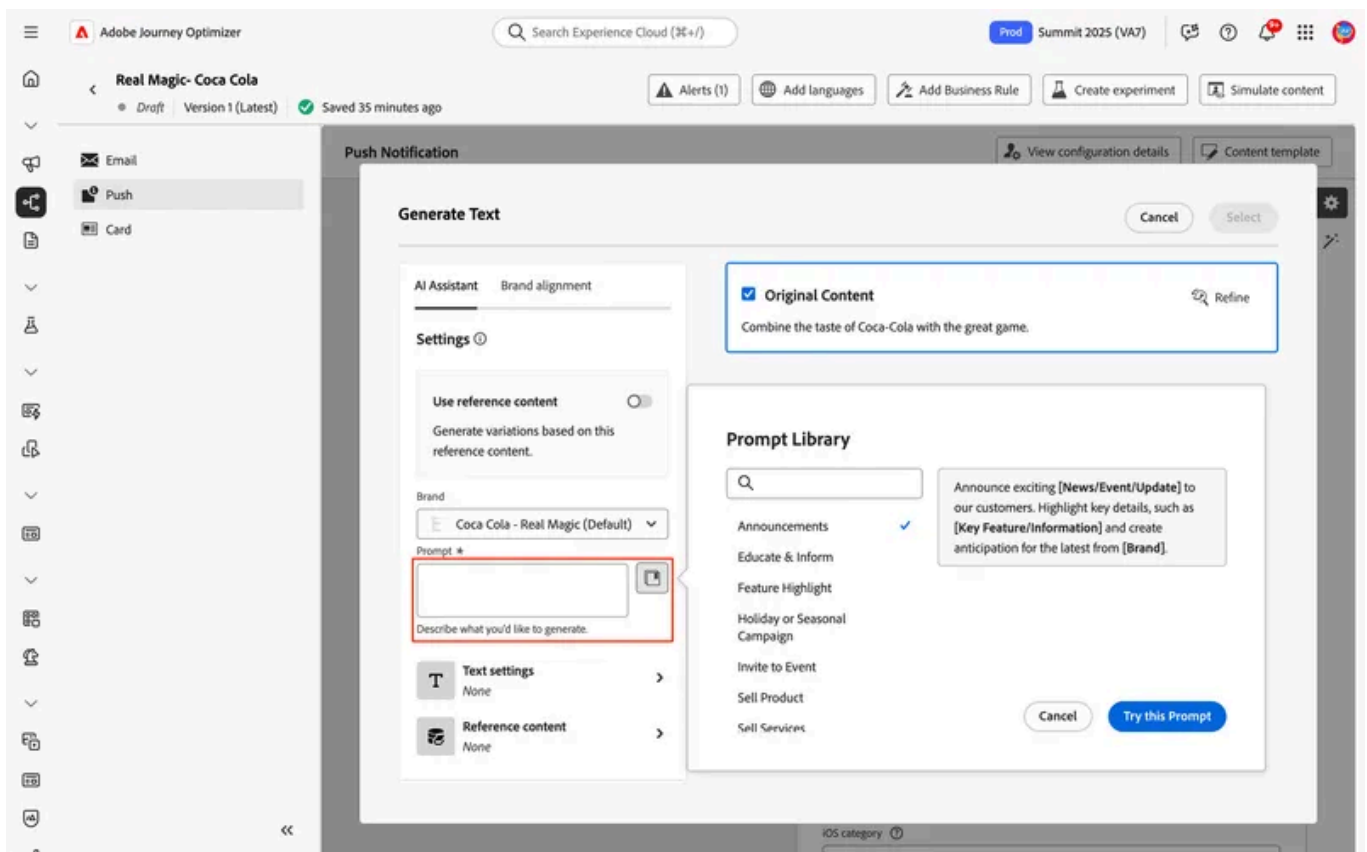
1. Click the **Push** channel and then **Edit content**.



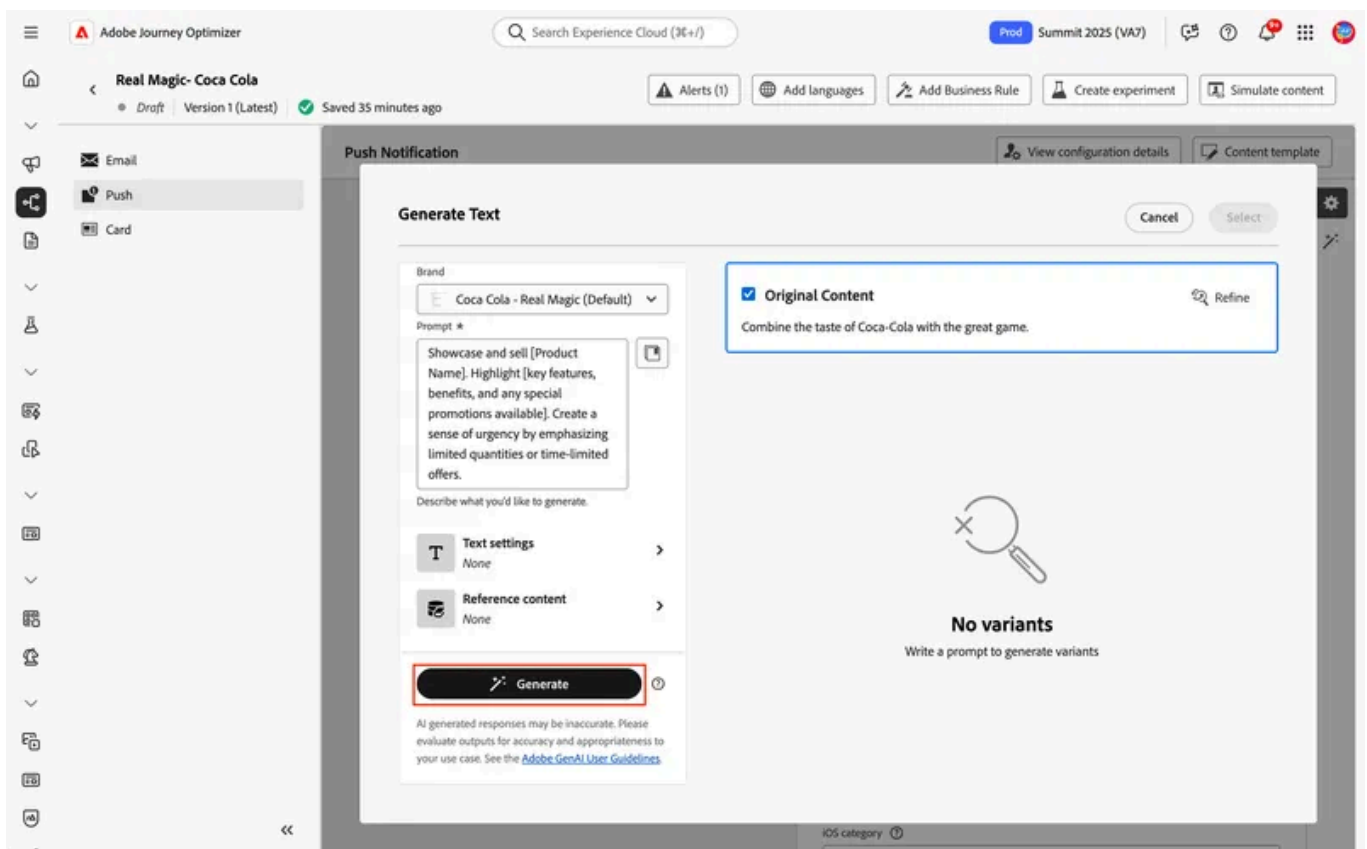
2. Click the AI Assistant button next to the Body.



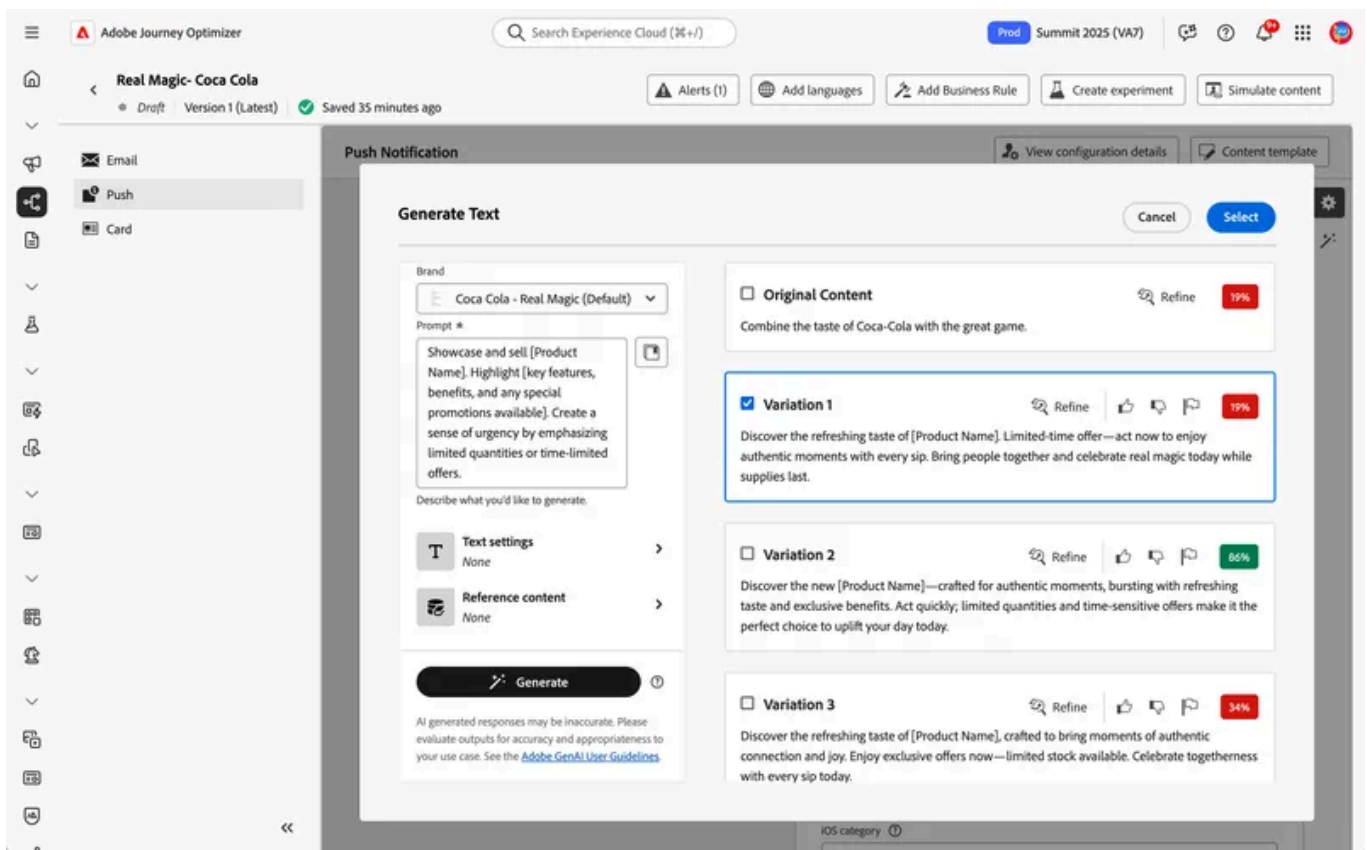
5. Enter a prompt or click the prompt library icon to select from a premade prompt.



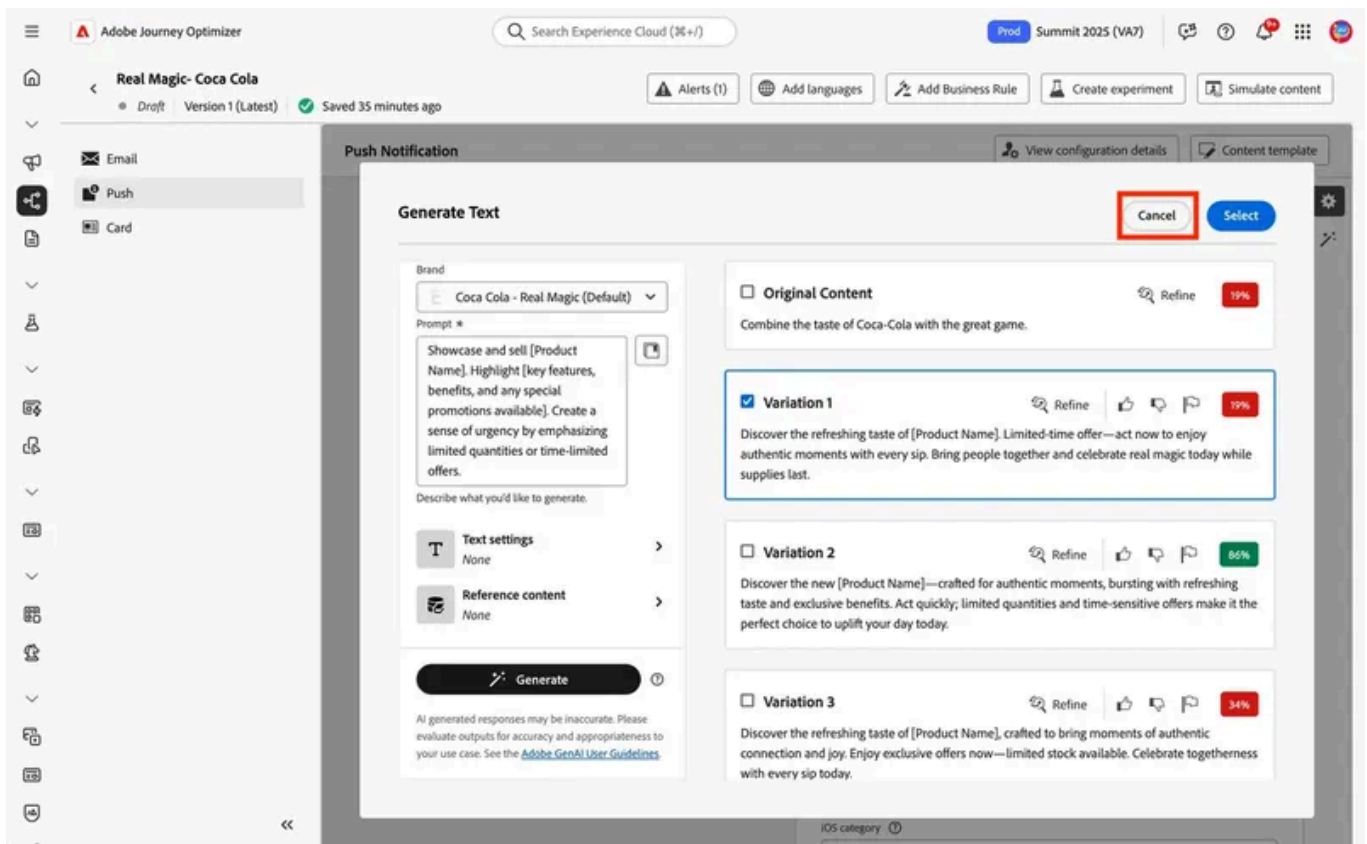
6. Click **Generate** to create the variations.



7. Review the variations created with AI Assistant.



8. Click **Cancel** to close the dialog.



9. Click the back arrow in the upper left.

Adobe Journey Optimizer

Search Experience Cloud (36+)

Prod Summit 2025 (VA7)

Alerts (1)

Add languages

Add Business Rule

Create experiment

Simulate content

Real Magic- Coca Cola

Draft Version 1 (Latest) Saved an hour ago

Email

Push

Card

Push Notification

View configuration details

Content template

9:41

Monday, June 3

Savor every moment together

Discover the refreshing taste of Coca Cola. Limited-time offer —act now to enjoy authentic moments with every sip. Bring people together and celebrate real magic today while supplies last.

Expand view

Compose Message

☐ Silent Notification ⓘ

Title

Savor every moment together ✓✎📎

Body

Discover the refreshing taste of Coca Cola. Limited-time off... ✓✎📎

On click behavior

Body click behavior

Web URL Web URL ✓✎📎

Add media

The iOS version allows you to use an Image, Video or a GIF that will be displayed within your notification

Add media

medialib://author-p51325-e306007.adobeae... ✓📎📎 Add media

Buttons

iOS category ⓘ

2.4. Measure

Experience Overview

You're an analyst tasked with identifying key insights for the Coca-Cola Real Magic campaign. Use Customer Journey Analytics to generate key performance metrics on-the-fly with simple prompts. Get actionable insights in record time with AI Assistant.

The Booth Experience

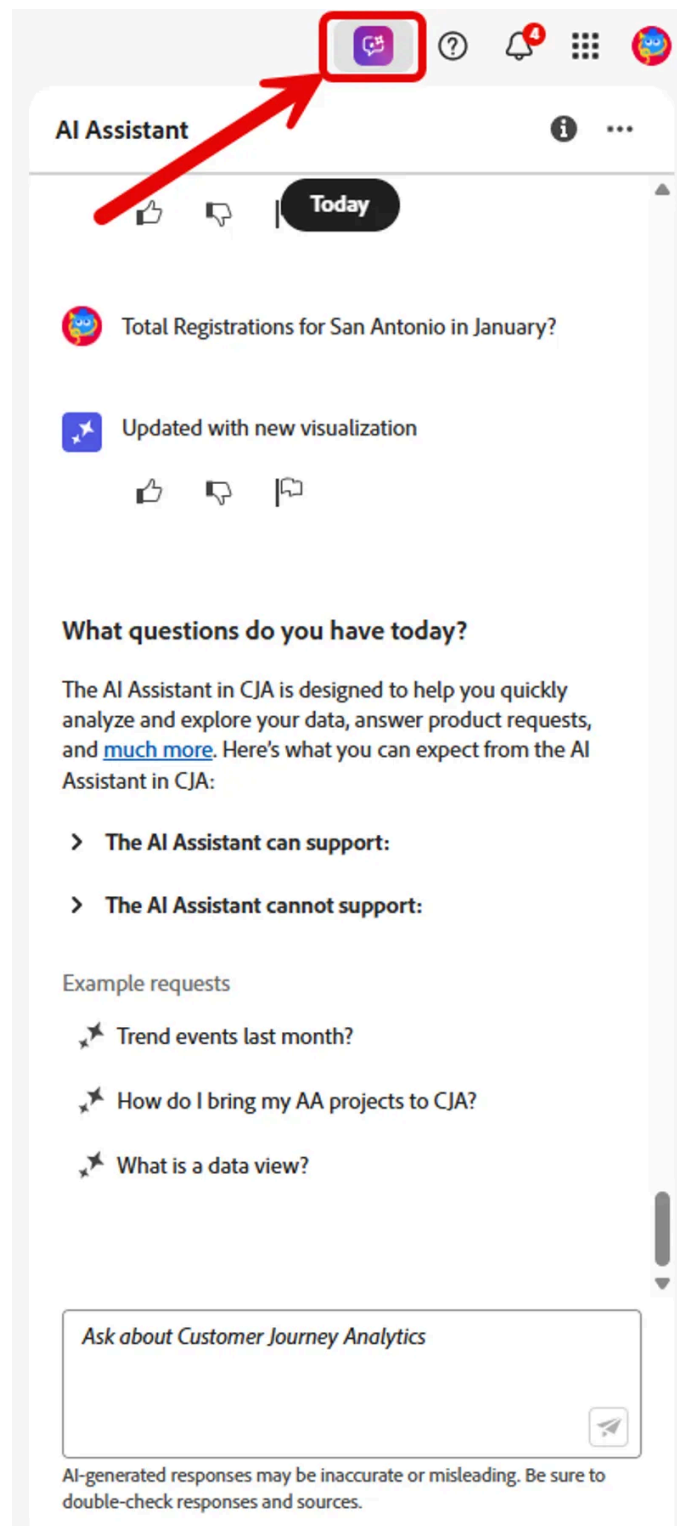
Data Analysis AI Assistant in Adobe Customer Journey Analytics is currently a beta feature that will launch as **Data Insights Agent** with expected release in June 2025.

Due to the nature of generative AI, you may experience different results from the output listed in this demo guide.

If you experience any unexpected results, you can move on to the next step to complete the task.

Step 1: Launch AI Assistant

To launch AI Assistant, select the AI Assistant icon from the top header of the page in the Customer Journey Analytics UI.



Step 2: Ask a question

In the text box provided, ask a specific natural-language question to the AI Assistant in order to find out how many Email Opens there were in the month of January.

What were opens for January by day?

What were opens for January by day?



AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Click the icon on the bottom right of the AI Assistant text box and observe the rendered Line chart that appears in a new panel within Analysis Workspace.

Step 3: Ask a follow up question to add a metric

In the text box provided, ask a follow up natural-language question to add **Email Clicks** to the rendered Line chart from the previous question.

Add clicks

Add clicks



AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Click the icon on the bottom right of the AI Assistant text box and observe the **Email Clicks** metric was added to the rendered Line chart.

Step 4: Use Intelligent Captions to identify a spike

Click the Intelligent Captions icon in the upper right of the Line chart to get summary insights from the rendered visualization.

Click the right > icon to scroll to identify the **Highest Spike**



Step 5: Ask a question to find top performing cites

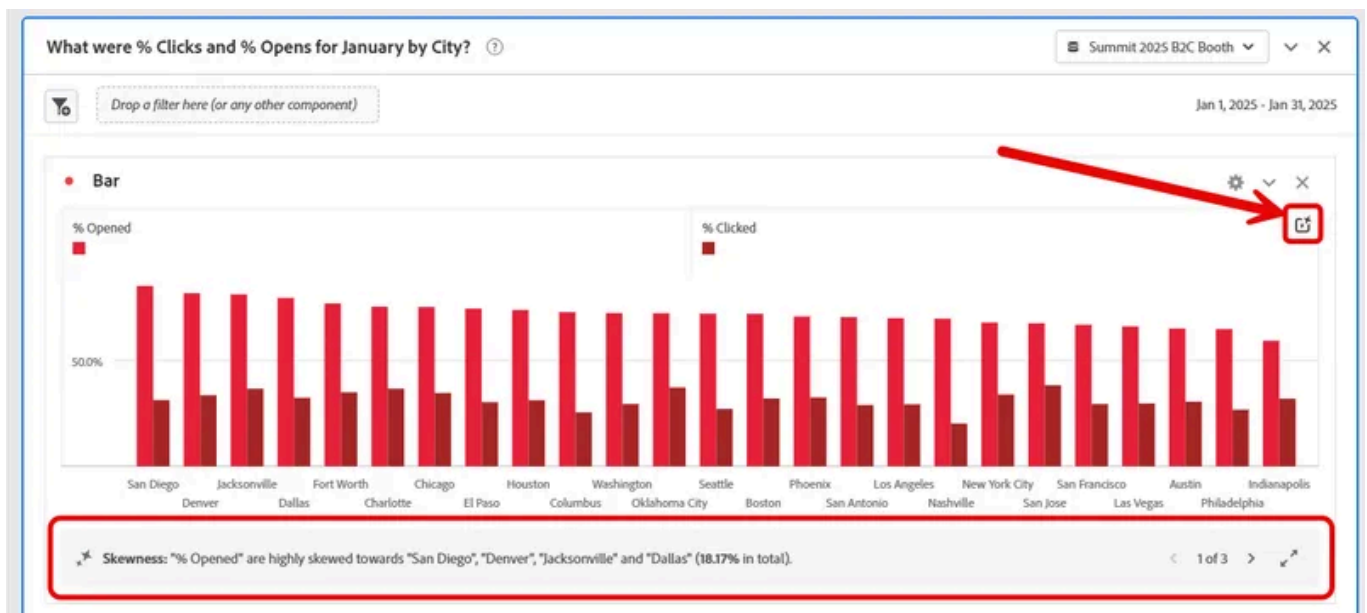
Now we want to know which cities had the greatest open and click percentages. In the AI Assistant text box enter another question.

What were % Clicks and % Opens for January by City?

What were % Clicks and % Opens for January by City?

AI-generated responses may be inaccurate or misleading. Be sure to double-check responses and sources.

Observe the new rendered Bar chart in a new panel, and launch Intelligent Captions to find any skewness.



Step 6: Ask a question to find Registrations in a specific city

Now we want to know how many registrations there were in a specific city.
In the AI Assistant text box enter another question.

Total Registrations for San Antonio in January?

Total Registrations for San Antonio in January?

AI-generated responses may be inaccurate or misleading.
Be sure to double-check responses and sources.

Observe the new rendered Summary number in a new panel with Registrations for San Antonio.

Step 7: Task Complete

You successfully completed the Measure task by using the **Data Analysis AI Assistant in Adobe Customer Journey Analytics** to generate key performance metrics on-the-fly with simple prompts!

