

By Alice

The Coca-Cola Company

Favorite Ad Campaign Created By:

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So how about these cans?

12 oz. Cans



8 oz. Cans



VS.

History

- ❑ **Coca-Cola was founded in May 1886 by Dr. John Pemberton**
- ❑ **Coca-Cola was first sold to the public in Atlanta at Jacob's Pharmacy**
- ❑ **Only 9 servings of the soft drink were sold each day**
- ❑ **Sales for the first year were only \$50**
- ❑ **In 1888 Asa Griggs Candler bought the company and sales increased over 4000%**

Coke or Cocaine?

- Until 1905, the drink was marketed as a tonic containing cocaine
- This stopped the advertisement of Coca-Cola as being a cure for headaches and other illnesses

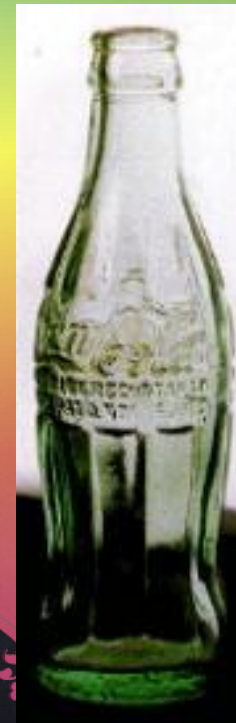
Coca-Cola Bottles

1894 was the first time Coca-Cola was bottled

1894- early 1900s

1905-1916

1915- today





**May 15th
1950**

Today

300 Brands - 200 Nations

There is one *Coca-Cola*. There is one goal. To refresh the world... any way you want.



Choice from *The Coca-Cola Company*

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International Products

Canada and Belgium



Taiwan



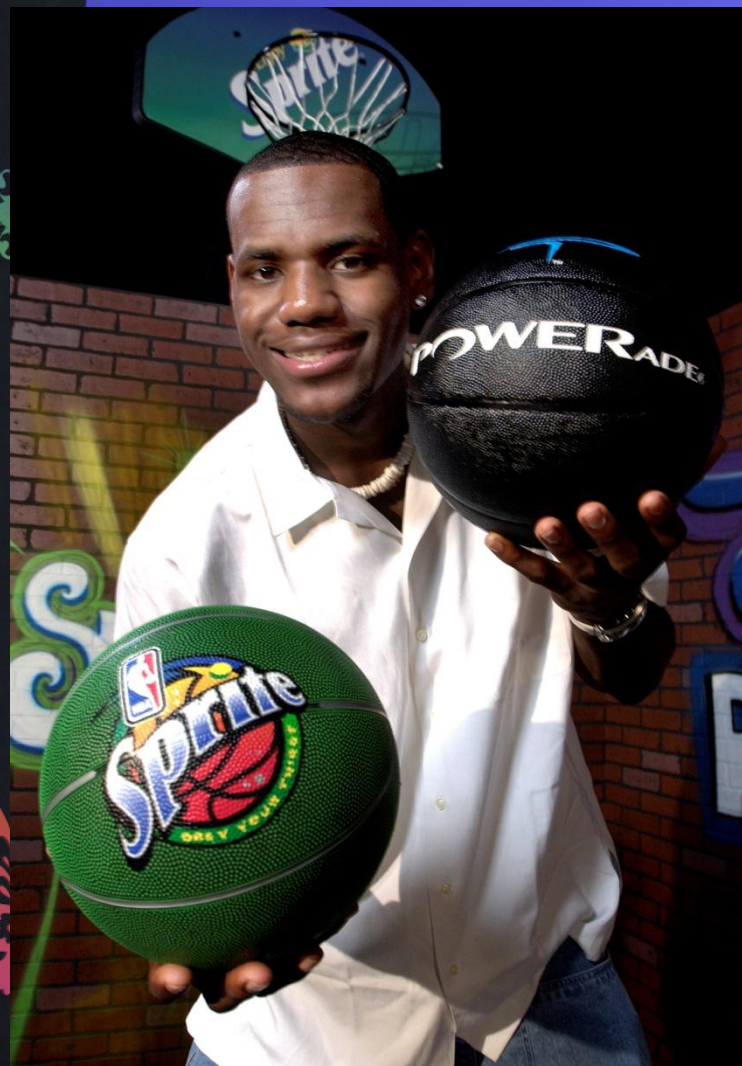
Sponsorships

- **Art of Harmony**
- **Boys and Girls Club of America**
- **Children's Miracle Network**
- **FIFA**
- **NASCAR**
- **Olympics**
- **Special Olympics**
- **Tiger Woods Foundation**

Promotions

- **Diet Coke Movie Mania Giveaway**
 - win a trip to the Sundance Film Festival
- **American Music Awards**

What's New



Rumors

- ❖ **Coca-Cola contains material making it unsuitable for vegetarians and Muslims.**
- ❖ **Some products of the Coca-Cola Company contain alcohol.**

Coca-Cola Advertising



- ❖ The **first TV ad** was produced on **Thanksgiving Day, 1950**.
- ❖ In the **60's**, Coca-Cola's advertising agency started experimenting with **color advertising**.
- ❖ The decade ended with one of the **most popular ads ever created** the "**Hilltop**" Commercial, featuring the song "**I'd like to buy the World a Coke.**"

“Hilltop” Commercial

- ❖ The song was **originally intended for radio stations only.**
- ❖ Still convinced the ad had value, the company approved more than **\$250,000 for filming.**
- ❖ It was one of the **most challenging projects** in the agency’s history, but stayed alive because of the belief of the ad’s basic message... **Coca-Cola is a bond connecting people to one another.**



Playing with polar bEars



- ❖ In 1993, Coke made a dramatic shift in advertising by introducing the “**Always Coca-Cola**” campaign which involved **computer animation**.
- ❖ The “**Northern Lights**” commercial introduced one of Coke’s **most popular symbols**, the animated **polar bear**.

International Approaches at the Millennium



- ❖ The new slogan in 2000, “Coca-Cola. Enjoy,” made a global appeal by persuading people world wide that **Coke adds magic to special moments.**
- ❖ “**First Experience**” is a commercial relating a boy’s anticipation of what a Coke will taste like by **comparing it to a kiss.**

Slogans

- 1963 “Things Go Better With Coke.”
- 1970 “It’s the Real Thing”
- 1975 “Look Up America”
- 1979 “Have a Coke and a Smile”
- 1982 “Coke Is It!”
- 1987 “You Can’t Beat the Real Thing”
- 1993 “Always Coca-Cola”

THANK YOU!

— Drink — *Coca-Cola* — “The pause that refreshes” —



*Please enjoy a delicious
and refreshing Coca-Cola
Classic!*