

What turns this?





Into this



An international brand worth

\$71Billion

Consumed 1.8 billion times a day

43% Market Share (US soft drinks)

SOURCE: Statista2020

Whose main competitor is this



An international brand worth

\$11Billion

8% Market Share (US soft drinks)

SOURCE: Statista2020

That is also



99% sugared water

**A branding exercise that has
lasted over 100 years**

How?

The 4 pillars of branding

Narrative

You need to tell a story about the brand

Differentiate

Make it stand out from the crowd

Communicate

Reach your audience using the correct channels

Consistent

Keep to one key visual style

Narrative

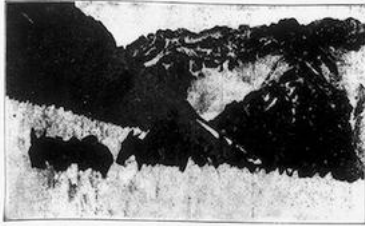


John Pemberton
1831 –1888

JULY 7, 1906.

Scientific American

15



These people endure their hardships more easily by chewing Cola leaves daily.

Coca-Cola

Delicious, Refreshing and Necessary—Why?

Did it ever occur to you that there could be something more than mere thirst-slaking and palate-pleasing in a temperance beverage?

If it could be demonstrated that a drink could fulfill several requisites, wouldn't you be disposed to accept it as a marked advance along the right lines of living?

Coca-Cola comes nearer being the ideal beverage than any other known to man.

This is because the hustle and bustle of the life of to-day is much more wearing than ever before in the history of the human race.

Therefore a beverage that is delicious to the taste, with the additional virtues of increasing brain and muscular force, is calculated to be of the greatest benefit to those whose work requires either

Sustained Brain Effort or Continued Muscular Exertion

The best way to show that this is so is to gain some idea of the why and wherefore of these statements.

COCA

The leaf of the Coca shrub as found on the west coast of South America, has held from time immemorial a remarkable place in the religious, social and physical history of the Peruvians and their immediate neighbors. When Pizarro conquered Peru he found the daily use of the Coca leaf as firmly fixed among the natives as the drinking of tea has always been among the Chinese.

We quote herewith the highest authority upon the subject:



THE BRAIN WORKERS' PANACEA.

"Coca is unquestionably the agent which has enabled the dwellers in the higher Andes not only to withstand the effects of a high elevation, but to become noted for their physical strength and endurance in spite of them. Foreigners going there have found it possible to gain a similar assistance from its use, and to endure without distress physical trials which are otherwise unendurable. The natives chew the leaves regularly several times during the day. A 'coca-habit' may be said to be unknown even among the people, who chew the leaf from youth to old age without ill effect."—National Standard Dispensary, Edition 1905.

COLA.—It is an unusual coincidence that in the nut or fruit of the Cola Tree the natives of tropical Africa should have discovered much the same properties as the Peruvians secure from the Coca leaves. These nuts are chewed or eaten in their fresh or dried state by the natives and have the effect of increasing muscular ability and nervous force. Henry M. Stanley, the famous explorer, stated that on many occasions his native bearers were only able to make their long, fatiguing marches by chewing Cola nuts en route, which wonderfully revived their flagging powers of endurance.

DELICIOUS

Coca-Cola

REFRESHING

is the result of years of experiment and is the perfectly balanced combination of these valuable tonics in the form of a healthful drink, with a very slight proportion of each in every glass, less in fact than the amount of Caffeine in a cup of coffee or tea.

The Tonic Properties of Coca-Cola are approached by no other beverage, and it may well be called the Brain Workers' Panacea.



Cola Gatherers in Equatorial Africa.

Coca Cola was marketed as a drink that could aid brain function and physical activity.



Print ad from 1885

Differentiate





The Root Glass Company of Indiana created the iconic glass Coca-Cola Contour Bottle in 1915.

The Contour Bottle was designed to help Coca-Cola stand out from other drinks at the time.



The design brief was to ensure that the bottle was recognisable even in the dark, or if it was broken.

Distinctive shape was based on 'Hobble skirts' which were a short-lived fashion trend that peaked between 1908 and 1914.

COCA-COLA.

1886

Coca-Cola

1890



1893

Coca-Cola

1905S

Coca-Cola

1940



1950



1969

Coke
Coke

1985



1987



1993



2003

Coca-Cola

2007



<https://www.youtube.com/watch?v=xpJLfs8uoBk>

In contrast...



1898



1905



1906



1940



1950



1962



1973



1991-92



1998



2003



TODAY





now it's Pepsi—for those who think young

Today we get more out of life because we put more in—more activity, more lively, modern ideas. This is the life for Pepsi—light, bracing, clean-tasting Pepsi. In stores, at fountains, think young. Say “Pepsi, please!”





Communicate



Drink
Coca-Cola
Delicious and
Refreshing

“Thanks for *the pause that refreshes*”



Thomas Nast
illustration 1862

Merry Christmas... Have a Coke



... busy hands call for the pause that refreshes

The big day is coming up and the air is full of the kindly spirit of Christmas. That's just where Coca-Cola belongs. Everybody knows that friendliness is speaking when somebody says *Have a Coke*. That's the happy moment for the friendly pause, the sociable occasion for light-hearted fun and sparkling refreshment.

Coke = Coca-Cola

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1945 print ad
'Family values'











**Ciara Baxendale** @CiaraBaxendale

21 Jul

My mother and sister went to Ireland and brought me back this....I can now finally share a coke with myself

pic.twitter.com/T9EGdudzWph

Hide photo

Reply

Retweet

Favorite

Pocket

More



7

RETWEETS

22

FAVORITES



Share A Coke
campaign 2011





In 2013, Coca Cola launched The AHH Effect, which involved a series of online games aimed at teenagers.

The idea was to create fun, 'snackable' digital games that cater primarily to mobile users.

Coca-Cola promoted the games by marketing them through sites such as BuzzFeed, Vevo and Twitter, and also challenged people to create their own mini-games to be included on the Ahh Effect domain.

There were 61 different games in the campaign, each designed to cater to the short attention span associated with teenagers. Overall, it was an effective way to reach and engage the brand's young audience.

Consistent

"Have
a Coke"



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Easy



THEY DON'T MAKE 'EM
LIKE THEY USED TO.

WE DO.

ORIGINAL TASTE *Coca-Cola* SINCE 1886

