

# Coca Cola Ads

Track the development of the Coca Cola Television ads over the decades.



1970s

Two ads are presented here.

**Hilltop:** The television ad "I'd Like to Buy the World a Coke" was released first in Europe, where it garnered only a tepid response. It was then released in the U.S. in July, 1971, and the response was immediate and dramatic. By November of that year, Coca-Cola and its bottlers had received more than a hundred thousand letters about the ad. At that time the demand for the song was so great that many people were calling radio stations and asking them to play the commercial. Clearly, "I'd Like to Buy the World a Coke" had struck a chord deeper than the normal response to the advertisement of a commercial product, and Billy Davis asked Bill Backer to rewrite the lyrics without the references to Coke. "I'd Like to Buy the World a Coke" has had a lasting connection with the viewing public. Advertising surveys consistently identify it as one of the best commercials of all time, and the sheet music continues to sell more than thirty years after the song was written. Such is the power of television advertising that through the enduring popularity of this ad, at least, Coke has borne out something of Backer's ambitious claims for it, becoming a common connection among people.

Briefly describe this ad:

How is this ad different from ads you see on TV today?

## 1974 "Look Up America"

In an attempt to anticipate the 1976 bicentennial in the United States, Coke embarked on an aggressively patriotic marketing campaign that celebrated everything that the US seemed to offer.

Briefly describe this ad:

How is this ad different from ads you see on TV today?

## 1980s Coke Is It

Briefly describe this ad:

How has this ad changed from the 1970s ads?

**1986 Whitney Houston : Just for the Taste of it campaign (Diet Coke)**

Briefly describe this ad:

What makes this ad stand out in your memory?

**1989 “I am the future of the world”**

Briefly describe this ad:

How is this ad similar to Hilltop?

**1990s Always Coca Cola**

Briefly describe this ad:

Describe the technique used to present this ad?

**1990s Polar Bear Campaign**

Briefly describe this ad campaign:

What works and what doesn't work?

### **1990s Fatboyslim “Funk Soul Brother” It Goes Places Campaign**

Briefly describe this ad:

How is this ad different from the other ads?

### **21<sup>st</sup> Century**

#### **Coke in China**

Briefly describe these ads:

What kind of values or lessons do these ads present to consumers in China?

### **2004 “I wish I could Share..”**

Briefly describe this ad:

How is this ad similar to Hilltop?

### **2006 Happiness Factory and Parade**

Briefly describe these ads:

What is the lesson/ meaning/ values presented here?

## COCA-COLA

### Slogans

1886 - Drink Coca-Cola  
1904 - Coca-Cola Satisfies  
1904 - Delicious and Refreshing  
1905 - Coca-Cola Revives and Sustains  
1905 - Good All the Way Down  
1906 - The Drink of Quality  
1906 - The Great National Temperance  
1907 - Delicious Coca-Cola, Sustains, Refreshes, Invigorates  
1907 - Cooling . . . Refreshing . . . Delicious  
1908 - Sparkling - Harmless as Water, and Crisp as Frost  
1909 - Delicious, Wholesome, Refreshing  
1910 - It Satisfies  
1910 - Quenches Thirst as Nothing Else Can  
1911 - It's Time to Drink Coca-Cola  
1911 - Real Satisfaction in Every Glass  
1912 - Demand the Genuine - Refuse Substitutes  
1913 - The Best Beverage Under the Sun  
1913 - A Welcome Addition to Any Party - Anytime - Anywhere  
1914 - Exhilarating, Refreshing  
1914 - Demand the Genuine by Full Name  
1914 - Pure and Wholesome  
1916 - Just One Glass Will Tell You  
1917 - Three Million A Day  
1919 - Quality Tells the Difference  
1920 - Drink Coca-Cola with Soda  
1922 - Thirst Knows No Season  
1922 - Thirst Can't Be Denied  
1922 - Thirst Reminds You - Drink Coca-Cola  
1923 - Refresh Yourself  
1924 - Pause and Refresh Yourself  
1925 - Six Million A Day  
1925 - The Sociable Drink  
1926 - Stop at the Red Sign  
1927 - Around the Corner from Anywhere  
1928 - A Pure Drink of Natural Flavors  
1929 - The Pause that Refreshes  
1930 - Meet Me At the Soda Fountain  
1932 - Ice-Cold Sunshine  
1933 - Don't Wear a Tired, Thirsty Face  
1934 - Carry a Smile Back to Work  
1935 - All Trails Lead to Ice-Cold Coca-Cola  
1936 - What Refreshment Ought to Be  
1936 - The Refreshing Thing to Do  
1937 - America's Favorite Moment  
1937 - So Easy to Serve and So Inexpensive  
1938 - The Best Friend Thirst Ever Had  
1938 - Pure Sunlight  
1938 - Anytime is the Right Time to Pause and Refresh  
1939 - Coca-Cola Goes Along  
1939 - Make Lunch Time Refreshment Time

1939 - The Drink Everybody Knows  
1939 - Thirst Stops Here  
1940 - Bring in Your Thirst and Go Away Without It  
1941 - Completely Refreshing  
1942 - Refreshment That Can't Be Duplicated  
1942 - Whoever You Are, Whatever You Do, Wherever You May Be, When You Think of Refreshment, Think of Ice-Cold Coca-Cola.  
1943 - The Only Thing Like Coca-Cola is Coca-Cola Itself. It's the Real Thing  
1943 - A Taste All Its Own  
1943 - That Extra Something  
1944 - How About a Coke  
1945 - Passport to Refreshment  
1945 - Whenever You Hear "Have a Coke," You Hear the Voice of America  
1947 - Coke Knows No Season  
1947 - Serving Coca-Cola Serves Hospitality  
1948 - Where There's Coke, There's Hospitality  
1949 - Coca-Cola . . . Along the Highway to Anywhere  
1950 - Help Yourself to Refreshment  
1951 - Good Food and Coca-Cola Just Naturally Go Together  
1952 - What You Want Is a Coke  
1953 - Dependable as Sunrise  
1954 - For People on the Go  
1955 - America's Preferred Taste  
1956 - Coca-Cola - Making Good Things Taste Better  
1956 - Feel the Difference  
1957 - Sign of a Good Taste  
1958 - The Cold, Crisp Taste of Coke  
1959 - Be Really Refreshed  
1960 - Relax With Coke  
1961 - Coke and Food - Refreshing New Feeling  
1962 - Coca-Cola Refreshes You Best  
1963 - Things Go Better With Coke  
1965 - Something More Than a Soft Drink  
1966 - Coke . . . After Coke . . . After Coke  
1970 - It's the Real Thing  
1971 - I'd Like to Buy the World a Coke  
1974 - Look Up, America  
1976 - Coke Adds Life  
1979 - Have a Coke and a Smile  
1982 - Coke Is It!  
1984 - Just For the Taste of It (Diet Coke)  
1985 - Just For the Free of It (Caffeine Free Coke)  
1985 - We've Got a Taste For You (New Coke)  
1985 - America's Real Choice (Coca-Cola Classic)  
1986 - Catch the Wave (New Coke)  
1986 - Red, White and You (Coca-Cola Classic)  
1987 - You Can't Beat the Real Thing  
1989 - Can't Beat the Feeling

1993 - Always Coca-Cola  
1993 - Taste it All

### Slogans

1. What was the main selling point of Coca Cola in the early years?
2. How have the slogans changed focus over the years?