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**NATIONAL COLLEGE OF ART AND DESIGN**

Department of visual communication

***112 years of Coca Cola***

By  
**Stephen Fagan**

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17 years of Good Luck

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The Coca Cola Company in Atlanta 1899

## **Introduction**

While much of the world has changed since 1886, the pure and simple magic of one thing stays the same, Coca Cola, the name and the product mean so many good things to hundreds of millions of consumers around the globe.

John Styth Pemberton first introduced the refreshing taste of Coca Cola in Atlanta, Georgia, USA. (fig1) It was May of 1886, when Pemberton produced a caramel coloured syrup in a three legged brass kettle in his backyard. He first distributed the new product by carrying Coca Cola in a jug down the street to the local Soda Fountain and for five cents customers could enjoy a glass of Coca Cola at the soda fountain.

In 1886, sales of Coca Cola averaged nine drinks per day. That first year Dr. Pemberton sold 25 gallons of syrup shipped in bright red wooden kegs, the following year, 2,000 gallons were sold. Today in the 1990's an average of more than 773 million servings of Coca Cola is consumed every day!

Red has been a distinctive colour associated with the no. 1 soft drink ever since. For this efforts Dr. Pemberton grossed \$50 and spent \$ 73.95 on marketing and advertising.

*"If I could get \$25,000. I would spend \$24,000 advertising and the remainder in making Coca Cola"-John Pemberton 1893*

In 1895 \$17.744 was spent on advertising, over the next century \$1 billion is spent on the advertising of Coca Cola.

In 1891 Atlanta entrepreneur Asa G. Candler agreed complete ownership of the Coca Cola business. Within four years, his merchandising flair helped expand consumption of Coca Cola to every state in America. By 1910, the Coca Cola Company was sold to a group of investors for \$25 million, in which Roberto W. Woodruff became president of Coca Cola in 1923, making Coca Cola the worldwide number one soft drink in history.

My aim in this thesis is to show how Coca Cola developed from a small company, to a Worldwide Multinational business worth \$ 6 billion.

**Chapter one** deals the Origin of Coca Cola, (it's) development from a medicine to a Worldwide soft drink. This Chapter also deals with the Advertising and Marketing of Coca Cola.

**Chapter Two** deals with the Iconic status of Coca Cola, (it's) Bottle, trademark , taste, and (it's) image.



Birth place of Coca Cola



## Chapter one

### Origin

John Pemberton, a Pharmacist, wanted to invent the ultimate medicine from the coca plant, a plant from the Peruvian mountains, in which had magical properties. " *The use of the coca plant not only preserves the health of all who use it, but prolongs life to a very old age*" - John Pemberton 1890

By the late 1860's, Pemberton began to experiment with the coca plant. In which he created his own medical drinks, known as Globe Flower Cough Syrup and Lemon and Orange Elixir.

Coca Cola was supposedly born in a humble backyard in 1880's, at Pemberton Pharmacy, in Atlanta USA known as Jacobs Pharmacy. ( Fig 2 )

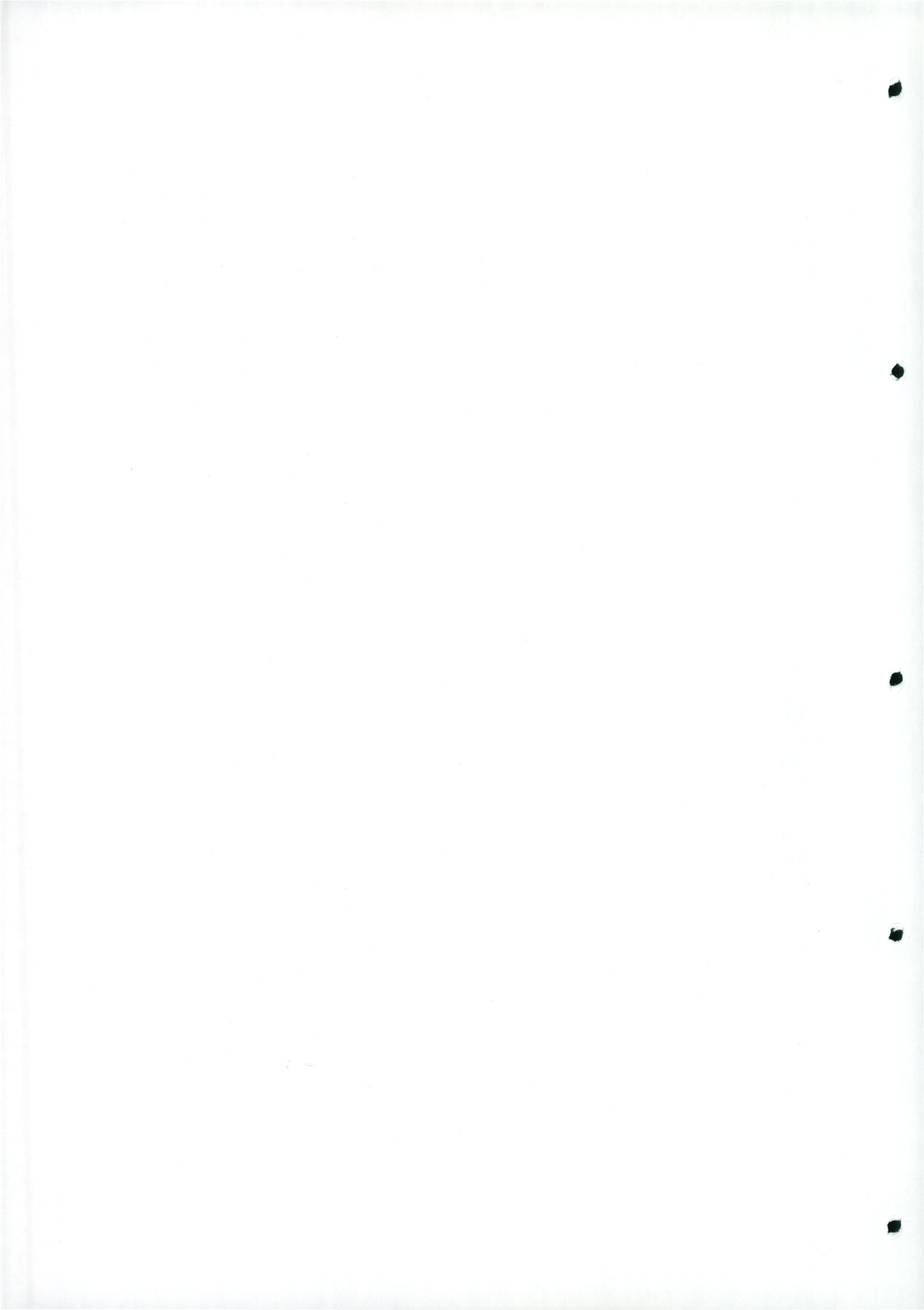
As Pemberton entered his Laboratory he looked with satisfaction at his fresh supply of Coca leaves, straight from Peru, with in turn would lead to the invention of the Worlds number one soft drink Coca Cola. Sales of Coca Cola in its first year were booming, 76,800 drinks sold. In 1887 the inventor did not have much money to put into advertising, so he had to sell the Company for a mere \$1,200 plus all of the necessary equipment and supplies. to Asa Candler in 1887. Little did he know that over the next 100 years Coca Cola would be a worldwide drink, worth 8 billion!

### What is Coca Cola?

Coca Cola is a brown fizzy liquid soft drink, which contains 99 percent sugar water, with caramel colouring. Its ingredients were kept secret, until the 1990s when it became public. Known as 7X. Asa Chandler would not let anyone see Cokes secret formula. He would remove the labels immediately, instead adding a number code, from 1 to 9, the essential oils for 7X were left entirely unlabelled. Candler opened all of the Company mail, so that he could intercept invoices for secret ingredients before anyone in the accounting department saw them.

In the early years Coca Cola contained a small amount of Cocaine, amounting to a little over a hundredth of a grain. As a result Coca Cola employed a technique of treating the Coca leaves with a solvent which removes all traces of the drug. Although scientific tests demonstrate that no substances is contained in the soft drink, the question of whether Coca Cola ever had, or still has cocaine is open to debate. During the 1920's, Coca Cola was never able to rid itself entirely of its association with cocaine: the Nazis believed the drink had cocaine which undermined the German Volk, while in some American quarters it was commonly known as "dope"

During the 1900's Cocaine was less emotive subject than it is today. Since 1860 when it was first synthesised from the coca leaves, the drug was used as a local anaesthetic and it's stimulating properties were well known as a medicine. (Cocaine is in the same family as caffeine) Coca Cola was to become the most successful type of medicine.



### **Coca Cola ingredients.**

The recipe for Coca Cola is as follows:

Sugar; 2400 grams in just enough water to dissolve.

Caramel ; 37 grams

Caffeine 3.1 grams

Phosphoric Acid; 11 grams

Deconcained Coca leaf; 1.1 grams

Koala nuts; 0.37 grams

Soak Coca leaf and Koala nuts in 22 grams of 20% alcohol, then strain and add liquid to the syrup.

1. Lime juice 30 grams
2. Glycerine 19 grams
3. Vanilla extract 1.5 grams
4. 7X Flavouring (Secret formula)
  - Orange oil 0.47 grams
  - Lemon oil 0.88 grams
  - Nutmeg oil 0.07 grams
  - Cassia oil 0.20 grams
  - Colander oil trace
  - Neroli oil trace
  - lime oil 0.27 grams

### **Method**

Mix in 4.9 grams of 95% alcohol, add 2.7 grams water, let stand for 24 hours at 60 degrees F.A . Take off the clear part of the liquid and add to the syrup.

Add enough water to make 1 gallon of syrup. Mix one ounce of syrup with carbonated water to make a 6.5 ounce serving.

The name Coca Cola came from its ingredients , the Coca Leaf and the Cola Nut.

### **INCORPORATION OF COCA COLA COMPANY**

On March, 1888, Asa Candler filed in court for the Incorporation of Coca Cola Company.

*The purpose of this company... will be the manufacturing of Coca Cola syrup; the buying of ingredients and appliances necessary therefore, and the*





(fig 3) Coca Cola branches throughout America

**THE IDEAL BRAIN TONIC.**  
A DELIGHTFUL SUMMER AND WINTER BEVERAGE !



J. HALL BOBBITT,  
PHARMACIST.

Atlanta, Ga., Feb. 15, 1907.  
I have used a large quantity of your  
Coca-Cola during the summer and winter  
months, and find it to be a most  
delicious and refreshing beverage.

SIMPSON & SON,  
DRUGGISTS  
ANDERSON, S. C.

We have had a large quantity of  
your Coca-Cola during the summer  
months, and find it to be a most  
delicious and refreshing beverage.



SAM B. WATERS,  
CONFECTIONER.

Atlanta, Ga., July 30, 1907.  
I have used a large quantity of  
your Coca-Cola during the summer  
months, and find it to be a most  
delicious and refreshing beverage.

**Coca-Cola**  
TRADE MARK



J. B. DAVENPORT,  
Druggist.

Atlanta, Ga., March 4, 1907.  
I have used a large quantity of  
your Coca-Cola during the summer  
months, and find it to be a most  
delicious and refreshing beverage.

1890 1891  
128 Gallons 341 Gallons  
OFFICE OF  
DAVID W. CURRY,  
WHOLESALE  
DRUGGIST  
Sole Agent for  
Simpson & Son, Druggists,  
Anderson, S. C.

Atlanta, Ga.,  
Nov. 19, 1907.  
I have used a large quantity of  
your Coca-Cola during the summer  
months, and find it to be a most  
delicious and refreshing beverage.



J. P. BALLAND, Druggist.

Atlanta, Ga.,  
Dec. 10, 1907.  
I have used a large quantity of  
your Coca-Cola during the summer  
months, and find it to be a most  
delicious and refreshing beverage.

**For Headache & Exhaustion**  
AT SODA FOUNTAINS.

(fig 4) 1890 medical advertisement.



(fig 5) 1891 advertisement



*sale of the manufacturing article, as a syrup in bulk, bottled as a medicine, and as a nerve tonic... The Capital stock of said company shall be twelve thousand dollars... The principal office and place of business... shall be... Atlanta, but petitioners desire the privilege of establishing branch offices or factories elsewhere.*

From 1895 to 1907 Coca Cola Opened four new offices in America. Due to the increase in sales . ( fig 3 )

1. Chicago 1895
2. Dallas 1895
3. Los Angeles 1896
4. Philadelphia 1897

### **Trademark**

Frank Robinson, was the man who named Coca Cola, written out the Spencerian-script logo, manufactured it, and masterminded the advertising and promotion throughout the early years of Coca Cola.

The early images of Coca Cola was seen as a substitute of Cocaine. Type of medicine which offered cures for the habit appeared frequently in Atlanta papers. Coca Cola was a substitute for Opium, people that drink Coca Cola use it as a means of cure.

*"I wish it were in my power to substitute the Coca and compel all who are addicted to the use of Opium. Morphine, Alcohol, Tobacco, or any other narcotic Stimulants to live on the Coca plant or any of its true preparations"-  
John Pemberton 1890.*

Coca Cola was also a stimulating medicine to cure headaches and depression. ( fig 4 ) During Coca Cola early years Coca Cola was marketed as a dual-purpose product, a medicine and a soda Fountain drink. (fig 5 ) One of the reasons that Medicines could afford such extravagant advertising, was their remarkable profitability, for a dollar, a manufacture often sold a bottle which cost less than a dime to produce. Patent medicine makers were the first American businessman to recognise the power of the catch phrase, the logo and trademark, they were the first to sell image rather than product. By 1890 there were 4,000 American Millionaires, many of them were Patent Medicine tycoons. Early advertising of medicines were not only confined to newspapers but all kinds of novelties in order to keep their trademarks highly visible. Such as specialised items which promised repeated use, clocks, calenders, matchboxes etc..These early Medical Campaigns advertised Coca Cola as medicine, rather than a soft drink.

In May 1886 the very month that the Coca Cola was invented, one writer

**The**  
**Pharmaceutical**  
**ERA.**  
EVERY THURSDAY.

PUBLICATION OFFICE:  
396 BROADWAY, NEW YORK.  
Telephone "245 Franklin"

AUGUST 21, 1902.

Volume XXVIII  
Number 4

**DELICIOUS!**  
Soda Fountain  
Beverage.

**COCA-COLA**

**REFRESHING!**  
SODA  
WATER.

ATLANTA,  
CHICAGO,  
PHILADELPHIA,  
SAN FRANCISCO,  
NEW YORK.

**PEPTONISING TUBES**  
(FRANCIS)  
FOR PREPARING PEPTONISED MEAT AND OTHER  
PREPARED FOOD FOR THE SICK.  
It does not include more than the outline of one  
tube will produce a pint of milk.  
Prepared by the process of Peptonisation and  
found to be superior to any other.  
FARMER'S BROS. & POTTER  
NEW YORK.

**TREFOIL**  
**CORKS**

THE SALE OF THE  
**R. W. MCCREARY CORK CO.,**  
CHICAGO.

**ALCOHOL**  
CHICAGO  
WE QUOTE F. O. B.  
NEW YORK.  
JAS. A. WEBB & SON, 145 Pearl St., N. Y.

**LA PRIMERA CASTILE.**

**SWANSON'S**  
**5-DROPS**  
CURES RHEUMATISM, NEURALGIA  
AND BRUISES.

**DIOXOGEN**  
"THE KIND  
THAT KEEPS"

**COLUMBIAN SPIRIT**  
THE IDEAL OF ALCOHOL EXCEPT FOR INTERNAL USE.  
REGISTERED GOLD MEDAL, PAN-AMERICAN EXPOSITION.  
**MANHATTAN SPIRIT CO.,** BUFFALO, N. Y.  
Sole Manufacturers

(fig 6) Coca Cola first advertisement in a pharmaceutical magazine



Stop Most Anyplace  
Tired or Hungry  
And You Will  
Feel It

**Coca-Cola**

Delicious and Refreshing

Demand the Genuine  
By Full Name—Nicknames  
Encourage Substitution

THE COCA-COLA CO.



**THE PEOPLE'S  
POPULAR MONTHLY**

JUNE, 1904

FIVE CENTS A COPY



(fig 7) Magazine advertisement 1904



vividly described the destruction of the landscape, *"Enormous signs are erected in fields, not a rock is left without disfigurement"*

During the first year of the drinks existence, total advertising expense amounted around \$150. While that was not a great deal of money, it brought a sizable amount of exposure for Coca Cola. Large banner style oilcloths pinned to the Jacobs drugstore was Coca Cola First-Point-of Sale advertising. The Coca Cola logo appeared across the country, painted as a mural on walls; displayed on posters and soda fountains where the drink was served. Within a year there were Fourteen giant oilcloth signs displaying Coca Cola as the best Cure for headaches, back pain , stress. Coca Cola was first advertised in The Daily Journal newspaper in Atlanta on 29 May, 1886. The now familiar script Coca Cola trademark had not yet been created, and "Coca Cola" appeared in plain block letters. During the 1890's Coca Cola was heavily promoted in trade publications published for owners and employees of drug stores and soda fountains. ( fig 6 ) These advertisements often explained how much profit could be made by selling Coca Cola. Asa Chandler was the first person ever to use coupons to gain customers for a product. He distributed glasses of Coca Cola to people visiting his drugstore. For the first time in 1904, the Coca Cola Company placed advertisements in national consumer magazines. ( fig 7 ) During 1892, 32.000 gallons of Coca Cola was sold, with a advertising budget of \$17.000.

One of the main reasons Coca Cola was a success as a Medicine, was the increase of immigrants in 1880s which brought new consumers. As immigrants did not have much money, but they often ventured a dollar for a cure. Secondly the Medical profession had not caught up with the Industrial Revolution. Many doctors killed as many patients they cured, so cheap Medicines such as Coca Cola was the most common used during this period. In 1899 Lawyers Benjamin Thomas of Tennessee USA, bought the exclusive rights to distribute Coke syrup to bottlers throughout American for only a dollar!. At the time, Asa Chandler saw little profit in bottling. he was more than willing to give up that part of the business. This contract maintained that Candler could withdraw bottling rights, if the quality of bottled Coke was not consistently high.

#### **FROM MEDICINE TO BEVERAGE**

In 1895 women and other consumers frequently wrote to Coca Cola, objecting to the medicinal image of Coca Cola. As people didn't want to feel guilty every time they drink Coke. when all they wanted was a refreshing soft drink. Frank Robinson realised that there was a better future in Coca Cola as a soft drink , rather then medicine.

*"We found that we were advertising to a few, we ought to advertise to masses. By advertising Coca Cola as a beverage, we reached thousands rather than one man in a hundred"- Frank Robinson president of Coca Cola Company 1895.*



(fig 8) Coca Cola soda fountain 1903



It was Frank Robinson who made Coca Cola its Worldwide reputation. He was the man behind its logo and advertising over the next twenty years. Because of the early Medicinal legacy the soda fountains formed a traditional part of drugstores, which became social centres. ( fig 8 ) Coca Cola not only quenched thirst but performed a social function, people began drinking Coca Cola as if it was coffee. In the evening, working men and neighbourhood women congregated under the ceiling fans to sip Coca Cola, while children on the high stools, with their-own glasses, listening to the adults gossip.

*"Soda-water is an American drink. It is as essentially American as porter, Rhine wine, and claret are distinctive English, German, and French... The crowning merit of soda-water, and that which fits it to be the national drink, is its democracy. The millionaire may drink champagne while the poor man drinks beer, but they both drink soda-water."* - Mark Pendergrast, *For God, Country and Coca Cola*. Published by Orion Publishing Group.

No one was more aware of the importance of placing Coca Cola at the heart of American social activity than the company itself. Soda Fountains grew increasingly throughout the 1890s. They were temples in crystal marble and silver which bore names such as Frost King, and Snow Drop which indicate the cool refreshing nature of their beverages. Many customers demanded an ever greater variety of soft drinks, most of which were old fruit drinks. Coca Cola, however was one of several unique blends offering something new. These Soda Fountains proved a must for all ages. Coca Cola was the number one soft drink sold in the Soda Fountains. During those days Coca Cola was known as "Heavenly Dew" while water was called "Sky Juice"

By 1918 United States entered World War 1, which resulted in sugar rationing, which was a problem for Coca Cola, as sugar is the main ingredients of Coca Cola ( 99 percent to be exact). For the first time Coca Cola found itself begging it's bottlers not to seek new markets, since it couldn't provide enough syrup. This resulted in the "Sugar enlists for war" Advertising campaign.

In 1919 Asa Candler and family sold Coca Cola to businessman Ernest Woodruff of Georgia, USA for \$25 million. Woodruff son Robert was elected Company President four years later, in 1923. Robert Woodruff was a skilled marketer, and he put more of the Company's resources into Market research than into manufacturing Coke. Two new Coke slogans were developed by Woodruff. "The Pause that Refreshes" (1929) and "It's the real thing"

Archie Lee Coca Cola advertising head was one of the first advertising men to realise that a product image was actually more important than the



product itself. During a beach vacation Lee noticed that his four year old daughter lavished such attention on her toy `Winnie the pooh bear` that other children fought over it though other toys appeared attractive. Lee set out to plant the proper thoughts about coca cola which he wanted to make as popular and well loved as his daughters Pooh Bear. The minority of the advertising budget was spent on point of purchase signs ,calendars, novels, all of them displaying the coca cola script. while the adds were primarily aimed at businessmen, few addressed women . Coca Cola sought to attract smokers who presumably could wash away the stale tobacco taste . Children also were targeted. An early trade card showing three small boys in sailor suits holding a sign proclaiming ` We drink Coca Cola`. In 1923 Coca Cola did several market research , to determine the scientific approach to selling more Coca Cola. Over a three year period Coca Cola's field workers studied 15,000 retail outlets to determine whether there was a relationship between traffic flow and sales volume. The result , the dealers with highest sales turned out to have the largest number of potential passing costumers. They also tended to pay the highest rents, since they were in desirable locations. Roughly a third of the outlets accounted for 60 **percent** of the sales volume, while the bottom third sold only 10 percent of the total. This survey revealed that many of the high volume outlets had few Coca Cola signs either outdoors or inside the store. As a result, salesmen began to visit these dispensers four times a year, offering advice on point of sale signs, and encouragement. The Coca Cola survey crew continued with their observations of 42,000 drugstore customers across the Country. They also discovered that 62 percent of all shoppers made a first stop at the soda fountain. Of those 36 percent asked for Coca Cola. With this vital information, Coca Cola not only directed a more intelligent distribution and sales effort, but an innovative public relations campaign based on a series of soft sell, with names like soda *Fountain service, Come in Customer*, using actors in the role of Fountain dispenser. These films were shown to retail dealers and chain store mangers, who learned the benefits of serving the perfect glass of Coca Cola to the customers. Coca Cola was best served at 34 degrees with perfectly chipped ice in a thin sided bell shaped Coca Cola glass. These films also emphasised methods of maximising profit and reducing overhead. Soda Fountain items offered fast turnover, low inventory costs, and a high profit margin. The Coca Coca representative also handed out free manuals to help individual outlets estimate the breakdown in gross sales and costs.

Archie Lee, the man who would revolutionise Coca Cola advertising, was planning his first campaign at the D'Arcy advertising agency. In 1920 Lee designed the years entire Coca Cola Campaign "Drink Coca Cola, Delicious and Refreshing" Archie Lee's real talent, lay with the perfect, 1922 slogan "Thirst Knows no season" which ran for several years. This phrase was repeated again and again. While the company had always pushed Coca Cola as an all season drink, this was the first successful winter campaign.



(fig 9) Contour bottle 1915



The D'Arcy agency hired some of the best artists of its period, Mc Clelland Barclay, Fred Mizen, Norman Rockwell. Their oil paintings for Coca Cola were often genuine works of art.

*"Must hit the viewer like a shot. It ought to force the exclamation from them, not only that, but they must remember that it is Coca Cola that was refreshing and good to drink"-Mc clelland Barclay painter for Coca Cola 1924*

Barclay used Women as a image in his paintings for Coca Cola, his Home Journal ad of that year, containing a women standing at a soda fountain, lifting her veil to sip a glass of Coca Cola . Everything about the picture portrayed a classy but restraint image of Coca Cola being consumed at a soda fountain. By the end of the 1920, Coca Cola spent over 1 million on advertising.

During the mid 1920's Soda Fountains declined due to increase in Radio listenership. People began to cluster around the radio instead of gathering in public places. The only way for Coca Cola to survive was to bottle Coca Cola. Coca Cola held a International Competition for designers to create the ultimate bottle. The winner Alexander Samuelson, a Swedish glass blower employed by the Root glass company of Terra Haute in 1915. It's design came from the structure and texture of the Coca bean plant, which Coca Cola is generated from. ( fig 9 )

In 1922 with an expenditure of some \$3 million, Coca Cola started new franchises in Europe, which was largely funded by Coca Cola and run by locals These new outlets were an immediate disaster. For six months, Coca Cola 'Bottle' campaign had stimulated curiosity and anticipation for the grand introduction of the drink. People assembled in cafes, restaurants to try the new bottled beverage. However it made the Europeans get sick. What had happened, no one had told them to make sure the water was clean, and that the crown corks had to be sterilised! This resulted in Coca Cola posing a great Public relations problem towards the Europeans. Coca Cola responded to see whether only Americans could develop a taste for their soft drink. An intense market survey was underway in England to solve the problem. Over 10 million people lived within a fifty mile radius of Trafalgar Square, compared to only seven within a similar compass of New York City. Transportation and communication facilities were excellent. British advertising was similar in character to that of the United States. Nonetheless, there were differences... the weather. Cold weather encouraged hot drinks, such as tea and coffee. Coca Cola's recommendation was to commence bottling in the London area, committing \$500.000 in a three year introductory period. Coca Cola suggested importing syrup from Canada for political and tax purposes, since it was a member of the commonwealth. Even though the overseas business didn't bring in much immediate revenue, Woodruff knew that it had great Public Relations value. He sent photographers around the world to take snapshots of Coca Cola new presence.



(fig 10) Coca Cola cooler 1939



(fig 11) Coca Cola with food



During the 30's people had less money to spend, which resulted in families entertaining and eating at home. As for Coca Cola it was much simpler to keep soft drinks ice cold with the new technological wonder of the refrigerator.

The great irony of the thirties was technological innovations. The iced Coca Cola cooler of the twenties evolved into an electrically chilled unit with a sliding lid. The most popular cooler was the mills "47", a coin operated cooler with a capacity of over a hundred bottles. During 1937 8,000 of these coin operated coolers were installed in public areas in England, and some other parts of Europe. ( fig 10 )

Coca Cola took advantage of other technological innovation, such as air travel, which became a reliable mode of transportation. Coca Cola was served on Eastern Airlines, whose stewardesses served Coca Cola on board all flights. This resulted in higher sales, and bigger awareness of it's image in Europe.

In 1931 in United States, the Empire State Building broke through the New York Skyline, people considered it as a form of a gigantic Coca Cola bottle. It was also the year of a huge Coca Cola counterfeiting operation, a complete chemical laboratory, printing press, and face labels. This operation had 6,800 gallons of syrup ready to sell, until the police closed in.

Rumours about Coca Cola cocaine content and effects on health eventually emerged. People began to ask questions, about Coca Cola's effects. Others inquired about the effect of taking Coca Cola with aspirin. This resulted in the American government setting up a Consumer movement the FCD (Food Control division) Among the complaints about ingredients, was one where a woman found a large spider in her drink. In 1939 Congress passed a tougher pure food, Drug and Cosmetic Act which required that all foods and beverages list ingredients on the label, throwing the entire soft drink industry into a uproar. Coca Cola was against this, as it would mean revealing its caffeine content, and increase unfair competition and fraud, since an imitation Cola could legitimately claim to have the same listed ingredients. The Coca Cola bottle was also in danger from FCD. Coca Cola claimed that the Coke bottle must remain unchanged and unlabelled.

In the 1930's 85% of all consumer spending were women. Women were seen as the perfect Market research tool. Coca Cola recognised the army of women shoppers, and took advantage of this, by sending women from house to house offering coupons for free cartons of Coke. To promote the idea of buying cartons for the home, Coca Cola ads featured food for the first time, along with the soft drink, "Natural partner of good things to eat" The hot dog or hamburger with chips, washed down by a Coca Cola, were seen as the typical American meal. ( fig 11 )

The German soft drink business was in it's infancy. In 1933 the same year that Hitler came to power, 31 year old Max Keith went to work on Coca





Cola. Max desperately sought financial security as well as something to believe in, as many others embraced the fatherland. In order to thrive inside Nazi Germany, its Coca Cola franchises had to disassociate themselves from their American roots. While the soft drink came to symbolise American freedom, the same Coca Cola rested comfortably next to the Swastika.

Max's tactics were brilliant, as he built Coca Cola business in Germany into a thriving enterprise. He forced himself and his men to work 12 hours a day, sometimes collapsing at 2 am before rising early to start all over again. In 1934 he added a bottling plant in Frankfurt, provided point of sale signs, printed millions of leaflets which titled "What is Coca Cola?" which his men would distribute at sporting events and restaurants.

To encourage his distributors, Max hired field men to demonstrate proper sales technique and open new outlets. These sales men offered free sampling, which opened new markets by persistent sampling. By the end of 1939, 43 German plants bottled Coca Cola in Germany.

By the end of the 30's the D'Arcy advertising agency changed the way Coca Cola advertised. Many changes occurred, among them were:

- ◇ Never split the trademark "Coca Cola" in two lines.
- ◇ When the cooler is shown open, the right hand side which shows the bottle opener should be opened if possible.
- ◇ The circular sign should carry the phrase "Delicious and Refreshing"
- ◇ On oil paintings or colour photographs be inclined to show a brunette rather than a blond girl if one girl is in the picture.
- ◇ Never refer to Coca Cola as "it"
- ◇ Never show or imply that Coca Cola should be drunk by very young children

Throughout the 30's, Coca Cola explored Hollywood. Some movie stars appeared in Coca Cola ads, including Clark Gable, Gary Grant, Jackie Cooper etc.. By the end of the decade businesses were hiring specialised agents to arrange film placements for their products.

During the depression in the 1940's Coca Cola found itself with an aggressive contender, Pepsi Cola. By World War I Pepsi Cola achieved



(fig 12) World War advertisement 1943



modest success and went bankrupt. In the July 1931 the new Pepsi Company was born, with help from Charles Gruth candy and Fountain business. Gruth ordered that all of his soda fountain only serve Pepsi Cola, which he proclaimed to be the best 5 cent drink in America. Gruth was perfectly aware that Coca Cola would go quietly without a fight. Guth offered \$16,000 to anyone who found one of his outlets substituting Pepsi for another soft drink.

During World War 2 (1939-1945) Woodruff boosted Coke's popular image in the United States by pledging that his company would provide Coke to every US soldier. The Company did not limit itself to only doing business that would increase its success in America. In the period leading up to the war, Coca Cola had set up a division of the Company in Germany and Japan. The German and Japanese Governments were skeptical of the American drink. A Nazi press chief declared in 1942 that "**America never contributed anything to the world civilisation but chewing gum and Coca Cola**" A Japanese radio proclaimed that "**With Coca Cola we import the germs of the disease of American Society**" Despite the bad Propaganda, German, Japanese soldiers and civilians enjoyed the taste of Coca Cola.

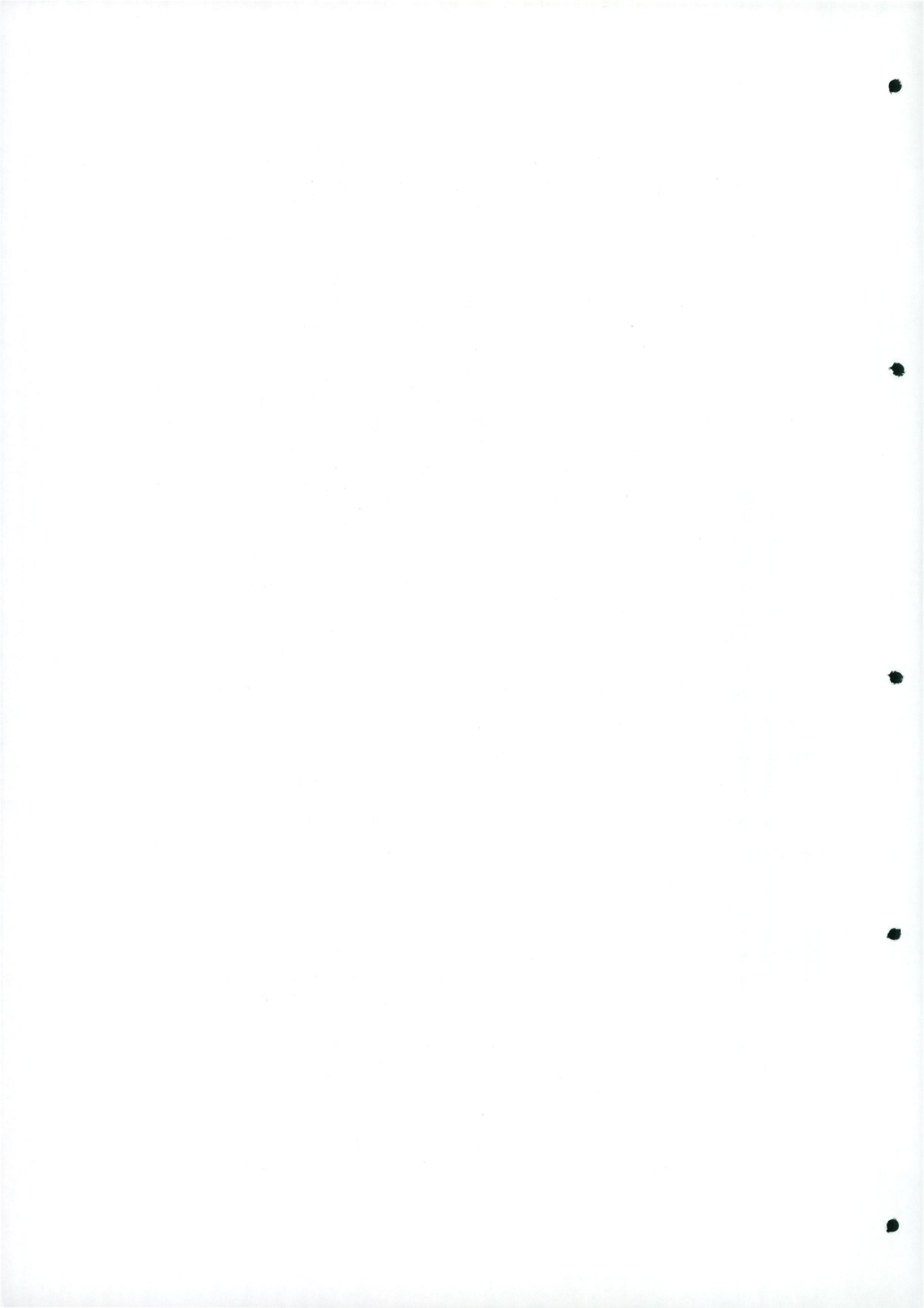
World War 2 resulted in a market survey which showed that millions of Coca Cola was drunk on military bases, which put Coca Cola in a better Psychological and public relations position around the world.

In 1942 an exchange officer wrote to his local bottler -

*"Very few people stopped to consider the great part Coca Cola plays in the building and maintenance of morale among military personnel. Frankly speaking we would be at a loss to find as satisfying and as refreshing a beverage to replace Coca Cola Accordingly, we sincerely hope that your company will be able to continue supplying us during this emergency, In our opinion, Coca Cola could be classified as one of the essential morale building for the boys in the service"*

During the war the wartime ads avoided unpleasant reality. There were no gory scenes, just good looking veterans, whose wives and children drank Coca Cola. ( fig 12, 13) According to a 1943 survey these ads were the most effective to men and women. The Company sold thousands of copies of a "Know Your War Planes" booklet which appealed to kids. Playing cards, dominoes, dartboards etc, all of which were illustrated with military themes. During World War 2 the D'Arcy agency created a masterpiece of Advertising campaigns entitled "Importance of the rest-pause in Maximum war Effort" The first eight pages, quoted various authorities to show that factory workers and military men performed





better if given Coca Cola.

*"Personally, I think that the Coca Cola company Co-Operation with the army in getting Coca Cola to the men in the field is the best advertising that Coca Cola will ever have" D'Arcy agency.*

The Coca Cola Companies wartime efforts helped it expand its global market. By the end of the war in 1945, Coca Cola had established 64 overseas bottling plants.

In the 1950's Consumerism stood for the basic way of American life. An opportunity to choose the very best model from the limitless assortments of colour, features, and prices. The Consumer age was born. The question was no longer how to produce enough goods to satisfy needs, but rather, how could consumers be induced to absorb the flood of products? By the mid-fifties, purchasing power increased, so did the gross national product over 400 percent in just fifteen years.

American President Richard Nixon, went to an American exhibition in Moscow in 1951, to promote American products which would inspire business in underdeveloped countries to produce items suitable for the vast American market and open new markets for American firms in nations still recovering from World War 2.

Coca Cola did not attend the exhibition due to company's policy not to do business in the iron curtain. Pepsi Cola did attend this exhibition, giving free glasses of Pepsi Cola which were consumed at a rate of 10,000 per hour for the 42 day trade event.

During the 1950's the communists viewed Coca Cola as the symbol of degenerated capitalism. The French were afraid of the "Americanisation" of the Cultures. Many believed that the object held aloft by the statue of Liberty is a coke bottle! Nonetheless, the French fear of Coca Cola domination of their country proved, in the short term, a joke. As one American journalist correctly commented in 1950, "The Frenchman replace wine with a soft drink? Fantastic!, not even Coca Cola could wean the Frenchman away from a grape"

*"Apparently some of our friends overseas have difficulty distinguishing between the United States and Coca Cola. Perhaps we should not complain too much about this"- One Coca Cola executive to another, 1950*

During the 1950's Coca Cola public relations firm, Hill and Knowlton arranged an educational tour of bottling plants for hairdressers and barbers, as they were most likely to gossip with potential customers. To promote Coca Cola as a high status product, company photographers loved to catch snapshots of the rich and famous drinking Coca Cola. In Egypt for example King Farouk's love for Coca Cola resulted that every





restaurant in Egypt kept an iced supply in case the monarch should arrive unexpectedly. While in the US president's Nixon and Eisenhower posed for the cameras, drinking you guessed it Coca Cola.

With the birth of the television which changed people's leisure habits, the once popular soda fountains were declining as people clustered around the television, which was revolutionising home entertainment even more than radio had in the thirties. This resulted in different ways of Marketing Coca Cola. The TV.

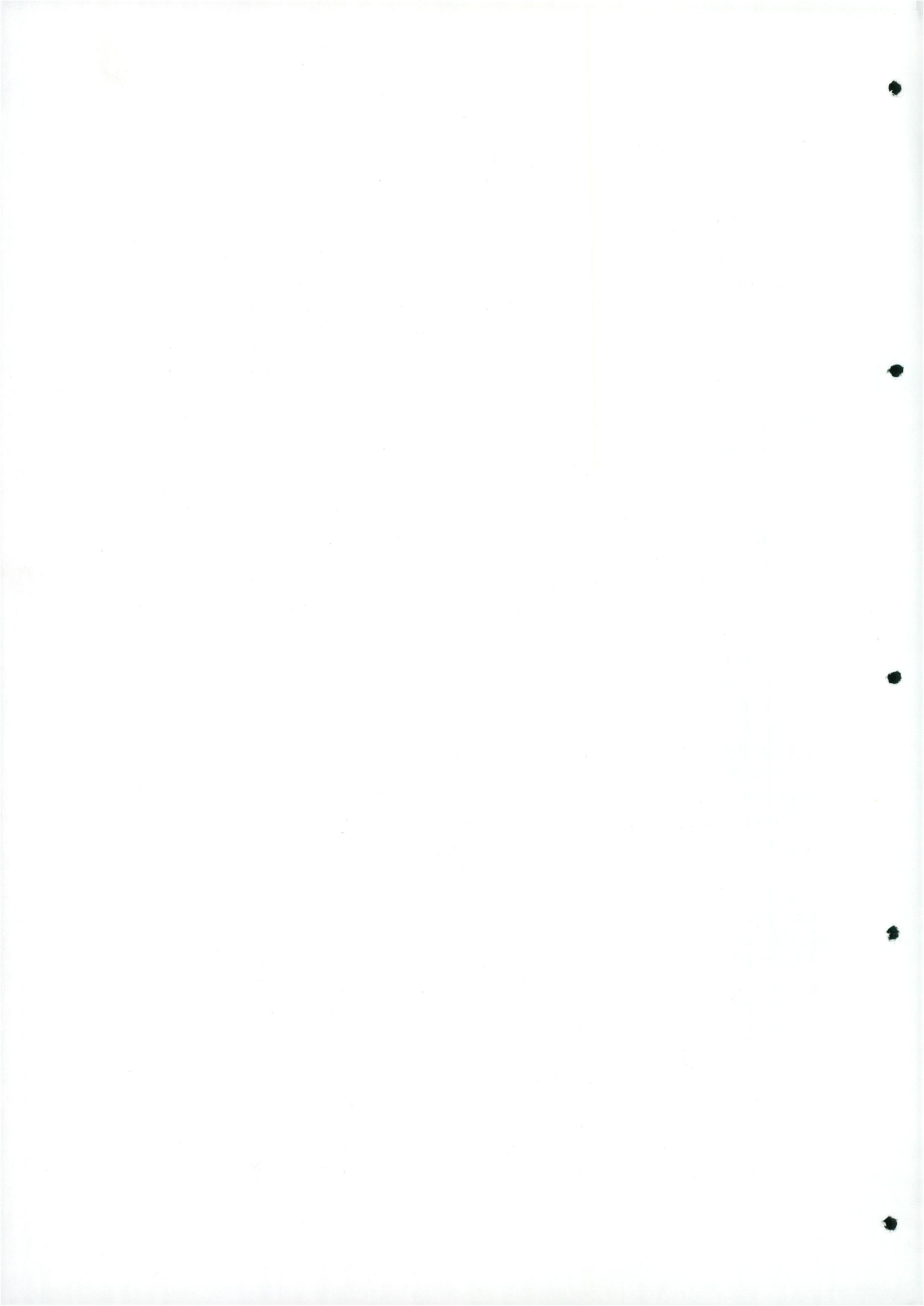
By the late fifties Coca Cola was advertised around the globe. No other soft drink has ever enjoyed such world-wide popularity. None has been so enthusiastically accepted by so many different races in so many countries. As proof, company officials loved to tell the story of the Mexican Indian who never heard of World War 2, but broke into a grin at the mention of the soft drink, 'Si SI, Coca Cola es perfecto, es magnifico!' he exclaimed.

For the first time Coca Cola as the leading soft drink was challenged. Pepsi sales increases 30 percent a year, with an advertising budget of 3 million. Unlike Coca Cola, which had sold most of its companys owned plants after the World War, Pepsi's directly managed plants turned a profit quickly. Pepsi Cola also invaded on the fountain trade, ie. Pepsi sold in 600 Fox cinema outlets in the US.

Coca Cola Public relations consultant compared Coke to a frumpish housewife "Modest, Sedate, Petty for long time" While Pepsi was the Marilyn Monroe of the business. Coca Cola's image was growing old and fat, Many bottling plants were having their fifth anniversaries and many of the third generation bottlers took profits for granted. They lacked the fire that characterised their hungry counterparts, Pepsi Cola. Coca Cola responded by appointing a new president, Bill Robinson. Coca Cola also switched advertising agencies, from the D'Arcy group to McCann Erickson, a bigger, more sophisticated New York agency with worldwide offices.

Due to the Increase in the take home market Coca Cola tested lager bottle sizes in the US. While the soft drink giant had troubles, it still dominated, accounting for 40 percent of the domestic soft drink consumption. Coca Cola test marketed a twenty-six-ounce family size and two king size bottles of ten and twelve ounces. This type of package suited the times, as Americans ravished over oversized cars and consumption. Coca Cola insisted that market research indicated that the majority of the public prefer the standard size bottle. However Coke believed there was a market for a alternative size only for group refreshment in the home. By 1958 King size Coke was available to 81 percent of the US population, though the traditional small bottle still accounted for 80 percent of Coke sales.

During the fifties, the total population jumped by almost 30 million, the largest increase in American history. which resulted from the baby boom after the war. One new way to reach the kids arrived in 1954 when Ray Kroc bought a small chain of California hamburger stands from the McDonald brothers. By the end of the decade, his fast food golden arched franchises





were sprouting across the world. Kroc offered his customers Coca Cola, a relationship the company has guarded ever since. McDonald's attracted customers in their cars from nearby highways. Coca Cola and McDonald's carried out a market survey which indicated that filling stations provided perfect grounds for sales, "Get the guy out of his car, and he'd spend money, he'd stop to fill 'er up and go to the bathroom, have a coke, and drive on. Then he'd have to find a rest room again, and spend money again" Company researches who were spying on over 20,000 gas stations customers, concluded that Coca Cola accounted for 30 percent of all transactions.

Advertising increased during the fifties, mass advertising in newspapers, radio, TV, billboards etc. For 24 hours a day, seven days a week, fifty two weeks a year, year after year yelling at people to go to the same places, buy the same cars, gadgets, build the same house, to feel the same and think the same. During this period the American per capita soft drink consumption swelled from 177 in 1950 to 235 by the decade's end.

With the increase of supermarkets in the mid fifties, coca cola and Pepsi fought over the best eye catching levels. The battle for supermarket shelf space called for heroic measures from devoted Coca Cola salesmen.

For the first time The Coca Cola company grasped the need to address black consumers. Coca Cola in it's advertising efforts, featured black athletes such as Jesse Owens and Sugar Ray Robinson. The Coca Cola company also hired Public Relations man Moss Kendrix as a kind of Coke Ambassador who appeared at an incredible number of black functions during the fifties giving away prizes, so as to encourage black consumers to drink Coca Cola.

*" Were on both sides of the fence, the blacks constituted 30 percent of the southern American market, for God's sake, just let us go on selling Coca Cola to anybody who's got a gullet we can pour it down"- Coca Cola advertising agency.*

In 1960 the Coca Cola Company purchased the Minute Maid Corp. Producer of fruit juices, and began offering Coke in Cans. Between 1960 and 1963, it also launched four new soft drinks in the United States: Fanta, a Orange soda, Sprite, a lemon and lime soda, Tab, a diet Cola, and Fresca, a diet grapefruit flavoured soda.

As the Vietnam war heated up in 1965, Coca Cola saw it as one more opportunity to sell soft drinks to soldiers, as with World war 2 and Korea. As American troops poured into Vietnam, the company shipped over 400,000 cartons of canned Coca Cola. The same year Coca Cola built bottling plants in Danang and Qui-Nhon to supplement the solders in the Saigon Operation.

1940's had been a period of tightening belts, and the 50's a time of letting



- Beatlès advertise Coca Cola 1963



them out, then the 60's can be credited with Consume! Much of the change in attitudes and values between the 1950's and 1960's can be credited to the increasing influence of the younger generation, people had a better choice of goods, new cars, brand names products, they also had more leisure time, and more importantly more money. This gave birth to the Consumer society.

Young people could no longer be classified as children, but as a market tool to gain profit. Coca Cola advertising agency McCann conducted an intense research for almost three years in search of the right campaign. From the research they discovered that Coke acted primarily as a social catalyst, Coca Cola from its market research decided to transform the research findings into a song. The result a 1963 campaign, "Things go Better with Coke" which introduced the "one sight one sound one sell" approach. Sales doubled from these intense advertising methods. 2.62 million cases in 1962, to 6 million in 1963, to 20 million cases in 1965.

With the baby boomers hitting their teens, the Coke advertising team struggled for a campaign to match the crackling energy of youth in the air. The "Coca Cola adds to the moment of fun" campaign was created. This combined sex appeal in the traditional Coca Cola manner, while both Coke and Pepsi ads featured young people with soft drinks, Coca Cola was limited by its strategic appeal to every possible consumer. Pepsi, on the other hand, was better positioned to target one market, the young, since it had less to lose. The war between Coca Cola and Pepsi Cola got stronger, so did their advertising campaigns. "Come alive Come alive! you're in the Pepsi Generation", which effectively identified the drink with the baby boomers ie "New Generation". Pepsi advertising was loud, sexy, centring not on the product but on the consumer. If you drink Pepsi, you could become popular, a part of a new generation. On the other hand, Coca Cola advertising was always focused on the product, it was the star, not the actors.

During the 60's Coca Cola advertising expanded throughout the world. For example the Beatles in 1963 posed drinking Coca Cola as a symbol of youth culture ( fig 14 ). Coca Cola introduced Japan to their first vending machines, placing them in schools, factories, and other public places.

Coca Cola signs sprouted everywhere from neon to plastic signs. The Japanese advertisement theme was "Coca Cola Skatto Sawayaka " The phrase Skatto Sawayaka translated as "Bubbly Refreshment" became a popular slogan, which highlighted Coca Cola as the drink that refreshes.

The 1964 Tokyo Olympic games also gave Coca Cola the opportunity to advertise everywhere.

By 1968 their six year old "*Coca Cola adds to the moment of fun*" was showing its age. Looking towards the end of the 1960, Coca Cola searched desperately for a new advertising theme. Researchers reported that young people despised hypocrites and phonies and valued genuine, spontaneous feeling. With these findings McCann agency created "*The real thing*" This advertising campaign was launched on television in 1969, the first real



(fig 14) President Kennedy drinking Coca Cola 1963



Coke TV spot. This advertisement showed images of America, It's flag, log cabins, California beach scene etc. The ad implied that this was the real America, not the Violence seen on the news. In response Pepsi Cola also changed Campaigns that same year, "*You've got a lot to live, Pepsi got a lot to give*" The emphasis was on people, not Pepsi., unlike Coca Cola's tranquil commercials, Pepsi efforts showcased group activity. In other words these cola drinkers were coming at you, growing strong , bursting with energy and good times. By the end of the 1960's Coca Cola Advertising budget was over \$53 million worldwide.

1970 was a time when baby boomers abandoned the political struggle for Peace. The Vietnam war was over. People joined together at rock festivals and various cults, which was dominated by the hippies culture.

During the mid 70's American society was declining, the Watergate hearings revealed an other side of American politics. The Vietnam war was lost. The unemployment figures swelled. The dollar devalued. This was the decade of the depression

During the early 70's Coca Cola used there Triple A's Market strategies;

◇ **Affordable**

Coca Cola must be affordable even to those living below the poverty line. The soft drink shouldn't ascend to luxury status. Even president Kennedy was seen drinking Coca Cola in the early 1960's. ( fig 14a )

◇ **Available**

Coca Cola must be within arms reach of desire. Coca Cola should be in every conceivable retail outlet, where vending machines dotted public places.

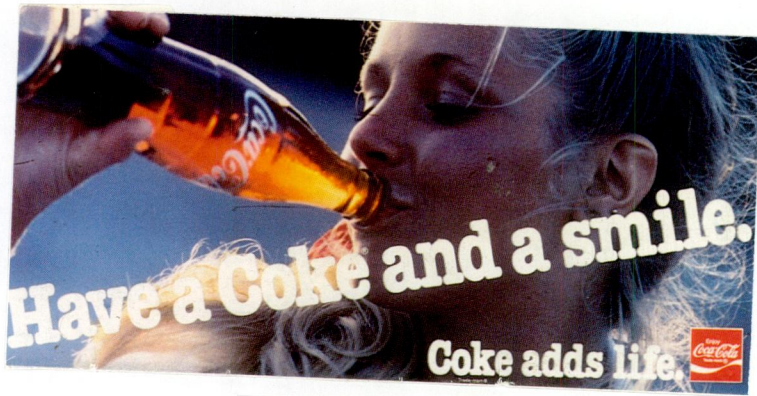
◇ **Acceptably**

Coca Cola had to be accepted by consumers as a refreshing, healthy, sparkling beverage associated with good times, friends, and achievement.

Since Coca Cola symbolised America more than any other product, company executives perceived the countries depression as a direct threat to Coca Cola. Coca Cola decided to produce a new campaign that would renew American Pride. The result "*Look up American*" campaign, which portrayed the Liberty Bell, Empire State Building, Cowboys, Niagara Falls etc. "*We've got more of the good things in this country than anywhere else in the world. Have a Coke and start looking up*" replied the narrator in the ad .Coca Cola felt that they could swing the nation from despair to joy. They were wrong, the advertisements weren't as effective as their predecessor, as they seemed forced, which lacked gracefulness.

In 1975 Coca Cola had a major problem as Pepsi took a daring assault on Coca Cola. TV stations aired commercials urging viewers to "Take the Pepsi challenge" showing Coke consumers astonished to discover that they preferred Pepsi in blind taste test. Coca Cola responded by using an advertising campaign using Chimpanzees taking the taste test. By mocking the challenge, Coca Cola did their own secret taste test, and in horror, Pepsi Cola were right, consumers actually did prefer Pepsi by 58-42 split.





1970 campaign

When Pepsi heard of this, they used their "Take the Pepsi challenge" campaign with pride.

In 1977 Pepsi's advertising budget actually surpassed Coca Cola for the first time, with each firm spending over \$24 million a year.

On the big video screen, a new Coca Cola campaign took over "Have a Coke and a smile" ( fig 15 ) The image saw American footballer Joe Green limping down a stadium tunnel towards the locker rooms, a shy boy holding a bottle of Coke called after him;

"*Mr Green Mr Green*" The defeated footballer player half turn, "Yeah?" he snarled. The kid stammered, "*I just want you to know I think, I think you're the best ever*" Unmoved by this praise, Green grunted "*Yeah sure*", and started to leave. In desperation, unable to think of anything else, the boy offered his Coke, but was rebuffed. "*Really*" he persisted, "*you can have it*" The music swelled while joyful voices harmonised "*Have a Coke and a smile*" As the boy turned away dejectedly, the player, now thoroughly refreshed, shouted, "*Hey kid*" and threw him his jersey. Flashing an incredible smile that made the kid happy. This advertisement created such an instant sensation around the world, thousands of viewers wrote to thank the company for the greatest commercial they had ever seen.

Coca Cola became the official drink of the 1984 summer Olympics in Los Angeles USA. In 1987 the Coca Cola Company was listed in the Prestigious Dow Jones Industrial Averages stock market. Which resulted in Coca Cola products occupying nine of the top ten spots in the US soft drink market.

In 1986, Pepsi Cola acquired Kentucky Fried Chicken (KFC) which provided an exclusive outlet for selling Pepsi. The same year Coca Cola wins the Burger King restaurant account. At the winter Olympics in 1988 Albertville, France, the locals complain that these are the 'Coca Cola Olympics' because of their vast advertising.

When the Berlin wall fell in 1989, Coca Cola filled the gap handing out free drinks. At last the East Germans can now sample the essence of Capitalism.

During the 1980's Coca Cola decided that Coke needed a change... a change of formula. this turned out to be a Market disaster for Coca Cola. Market researchers asked sample questions, based on the company adding a new ingredient. The results indicated that 11 percent of Coca Cola drinkers would be upset with the change of ingredient. Half of them would forget. The remaining 5 percent probably would remain angry. In 1984 the New Coke under a blind taste test showed that consumers preferred the new formula by a 6 point margin. All of the taste tests had missed one crucial point. The researchers had never informed their respondents that the new formula would replace the old. No one had examined the **Psychological** events of withdrawing the old formula.(which was over 100 years old at this stage.) Within a week, over a thousand calls a day on a 800 line, expressed outrage of the New Coke. Within days, 96 Percent of Americans knew about the flavour change. It was very clear, that Coca Cola was much more than a soft drink but a way of life. A





(fig 16) Coca Cola in space 1985



(fig 17) 1992 Irish World cup team. sponsored by Coca Cola

psychologist told the company that the emotions were like parents mourning the death of their favourite child.

*"Changing Coke is just like breaking the American dream, like not selling hot dogs at a ball game" - letter of complaint*

*"You fucked up! what you inherited was the real thing"- letter of complaint*

With the 40,000 letters of protest, Coca Cola responded by returning the original formula, this time called Coca Cola classic.

*"I am most pleased that you announced today that I will again be able to obtain the Coca Cola I have been drinking since 1909. I am now 91 years of age."*

*"To the Master this concerns: What ignoramus decided to change the formula Coke?!?! This new formula is gross, disgusting, unexciting, and WORSE THAN PEPSI !! - Coke Consumer, Anniston, Alabama, May 12, 1985*

History was made when the Coca Cola Company introduced diet Coke, the most successful new soft drink since Coca Cola itself, and within two years, diet Coke would become the top low calorie soft drink in the world. In 1988 Coca Cola introduced a 'Break mate' a miniature dispenser that could fit on a counter in any office. Coke is aiming to place it's soft drinks not just at arms length of desire, but within wrist length! By the late eighties Coca Cola moved advertising on retail videos. Which cost the company \$12 million a year. One retail film E.T, made Coca Cola the aliens source of refreshment,

The return of the original formula as Coca Cola Classic posed a major problem for Coke advertising. The New Coke Marketing disaster killed the 'Coke is it' campaign. pit During 1985 Coca Cola had two megabrands slogans, *"We've Got a Taste for you"* and *"Coke belongs to you"* The commercials tried to push both Colas at once.

*"catch the wave"* campaign was aimed at the teenager, who were mindless game playing kids. These commercials were on the MTV music channel.

During the 1980 Coca Cola appreciated that traditional television, radio, and print advertising were not the only effective forms of advertising. Presence in public locations also provided enormous brand image exposure. For example Disney world. Coca Cola even went as far as space for the New Coke to travel aboard the space shuttle. ( fig 16 )

During 1992 the Olympics in Barcelona was a major marketing tool. As 200 international runners carried the Olympic torch, wearing the Coca Cola trademark on their shirts. The same year Coca Cola also sponered the Irish football World Cup team ( fig 17 ) 1995 was the year that Coca Cola focused special attention on how and where people spend there time, which lead the company to new partners. A major railway line in Holland,





now provides commuters with ice cold Coke. A prepaid Coca Cola card, which can be used in any of there vending machines in China. During 1995, Coca Cola direct marketing expenses, which include expenditures on consumer marketing activities, increased 11 percent to reach \$3, 834 billion.

The 1996 Olympics games in Atlanta USA also proved very successful for Coca Cola, as Atlanta was the birth place of Coca Cola.. The building of the Coca Cola Olympic city, a one of a kind attraction of a series of promotions.

## Chapter two

### TRADEMARK

*“Coca Cola is more than a brand and a company- it is an unmatched idea. It is an idea based on the belief that Coca Cola should benefit everything and everyone it touches throughout the world”- Dong Ivester president of the Coca Cola Company 1996*

A Trademark is a symbol used by manufactures or sellers to identify their goods and distinguish them from the goods of others.

It was Frank Robinson who named its trademark in 1900. The name came from the ingredients of Coca Cola, the Coca leaf and the Kola nut. By changing the ‘k’ to a ‘c’ Robinson created the worlds best known trademark, throughout the world. Its trademark is a crossly part of its image, a carefully formulated magic that surrounds the drink. A survey was conducted to define how many people could recognise it’s trademark this involved sampling of young people around the world. It was concluded that only 40 percent could correctly identify the United Nations logo, while 82 percent could identify Coca Cola logo! It was also concluded that 59 percent of teenagers believe that the colour red represents danger. But when asked about products 71 percent said red represents Coca Cola.

*“Coca Cola is the World’s soft drink., enjoyed by hundreds of millions of times a day by people all over the globe. The flowing script of it’s trademark are the World’s most widely recognised commercial symbol”- Chronicle of Coca Cola since 1886.*

It is also one of the most valuable trademarks in the world . From a accounting point of view Coca Cola trademark is actually worth £1. However according to valuation it is estimated that it is worth over 30 billion. The reason it’s trademark is extremely valuable, is consumers often continue to buy products on trust. If Coca Cola Company collapsed, Coca Cola would have no trouble in borrowing the money to rebuild based on there strength of their trademark alone.





(fig 17)



(fig 18) Coca Cola clothes 1985

*"Our greatest equity is our trademark!"- Robert Goizueta Coca Cola chief executive  
1991*

Coca Cola even set up a Coca Cola Trademark protection Department, to prevent copy infringement of its trademark. Coca Cola's success brought waves of imitators. ( fig 17 a ) A case against Koke Cola had been brought as early as 1909 and in 1916 alone the company fought more than one hundred and fifty cases in the court, protecting its trademark. Imitators include Koca Nola, Cold Cola and Gay Ola. In 1990 Coca Cola trademark lawyers prove they are just as picky as ever when they sued a Los Angeles restaurant named Cocola for trademark infringement.

The reason why its trademark is a Icon is it's exposer to the public. Coca Cola clothes for example were introduced in 1985, to expose its trademark. They were selling like hot cakes. People were like moving billboards promoting Coca Cola. ( fig 18 )

*"The Coca Cola name is so powerful the product could be the pits and a initial sell through would be dynamite"- Richard morgan The winners Ad week 13  
August 1985*

Coca Cola are very strict in the way it's trademark is used. There is no room for mistakes.

*"Coca Cola are very strict, we had a instance when the loop of the logo was to small. we were told to take the sign writing off, and start again to it;s proper size. Coca Cola company said you must adhere to this"- Coca Cola video  
1990*

### **The evolution of the Coca Cola trademark.**

Coca Cola reveals that 94 percent of the world's population recognise the brand, making it the world's best known trademark. The chronology of the evolution is as follows:

**1894:** Frank M Robinson created its trademark. ( fig 19 )

**1910:** Coca Cola trademark attached to bottles. ( fig 20 )

**1937:** Coca Cola trademark changed slightly, dot in centre, also tag line "Drink" appears above trademark. ( fig 21 )

**1945:** Coke registered as a trademark. ( fig 22 )

A new trademark is introduced, with the original trademark.

**1985:** Dynamic white contour curve surrounds trademark, which symbolises the shape of the Classic bottle. ( fig 23 )





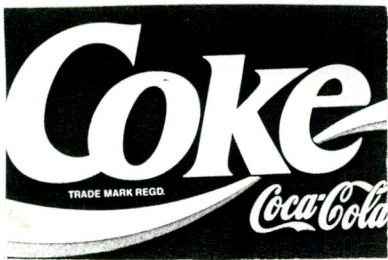
(fig 19) 1892 trademark



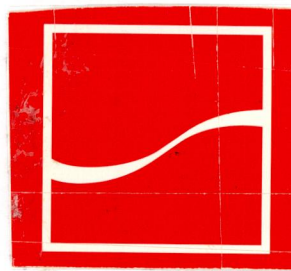
(fig 20) 1910 trademark



(fig 21) 1937 trademark



(fig 22) 1945 trademark



(fig 23) Dynamic curve 1985



(fig 24) 1993 trademark



(fig 25) 1996 unregistered trademark

1993: The bottle is reintroduced as part of the company's trademark, along with tag line "Always" ( fig 24 )

1996: Coca Cola are just getting started, they are just beginning to understand fully how to strengthen their powerful brand. A unregistered trademark, which symbolises its growth potential. ( fig 25 )

## BOTTLE

*"The reason why Coca Cola produced such an expensive bottle, is having the living symbol of Coke in your hand. Holding a symbol of Coca Cola in your hand, looking at the symbol of Coca Cola, sticking the symbol in your mouth, you could not come more intimate in Coca Cola, in which they have made you."* - Roberto Goizueta Coke's chief executive, speaking at a company's AGM.  
1985.

The first bottler was selling Coca Cola in a glass stopper bottle bearing the embossed legend Bieddenham Candy Co ( fig 26 ) The earliest bottles used for Coca Cola contained only the syrup, not the carbonated beverage we know today. The first bottle to contain carbonated Coca Cola were thick walled six ounce bottles. The trademark was blown into the glass, the bottle cap was also marked with the trademark. In 1910 Coca Cola introduced bottles with paper labels. ( fig 27 ) Due to imitators copying Coca Cola bottles, Coke's legal lawyers wrote to the bottlers urging them to adopt a uniform bottle. A uniform bottle design could be protected by law, which would force competitors to establish their own identity. The Coca Cola company finally realised the need for a standardised bottle, a bottle that would be easily recognised, and protected by law.

*"We need a bottle which a person can recognise as a Coca Cola bottle even when he feels it in the dark"* - Robert Woodruff president of the Coca Cola Company  
1929

When a bottler had bought enough Coca Cola syrup, he or she was inducted into "The 100 thousand Gallon Club" and presented with a diamond-studded gold memento. By 1915, a new standardised bottle was created, by Alex Samuelson Co, a Swedish glass company, it was called hobble skirt bottle because its shape resembled a dress fashion of that period. By gathering ideas about Coca Cola principle contents, the Coca leaf and Kola nut provided the inspiration for the new bottle design, ( fig 28 ) A prototype Fig was the original design, but it was too bulky for vending machines. In the 1980's Coca Cola decided to retain only its name, its red and its bottle on their cans. A new device was used, the white dynamic contour curve, a flowing white ribbon which underlines the Coca Cola and Coke trademarks. Not only was its contour curve a dynamic curve, but more importantly it reminded consumers of the famous profile of the hobble skirted contour bottle. ( fig 29 )





(fig 26) Coca Cola first bottle 1902



(fig 27) Bottles with paper labels



(fig 28) A prototype bottle and the classic bottle



(fig 29) Coca Cola can's



## TASTE

Coca Cola are very strict to maintain good quality taste. During the early 1940's if a soda fountain was serving a fake Coca Cola, it received a warning letter. If it was ignored, two law agents were sent, one as a witness for the pending law suit. Few went to court, those who did chose to settle out of court. If a trial did occur Coca Cola never lost.

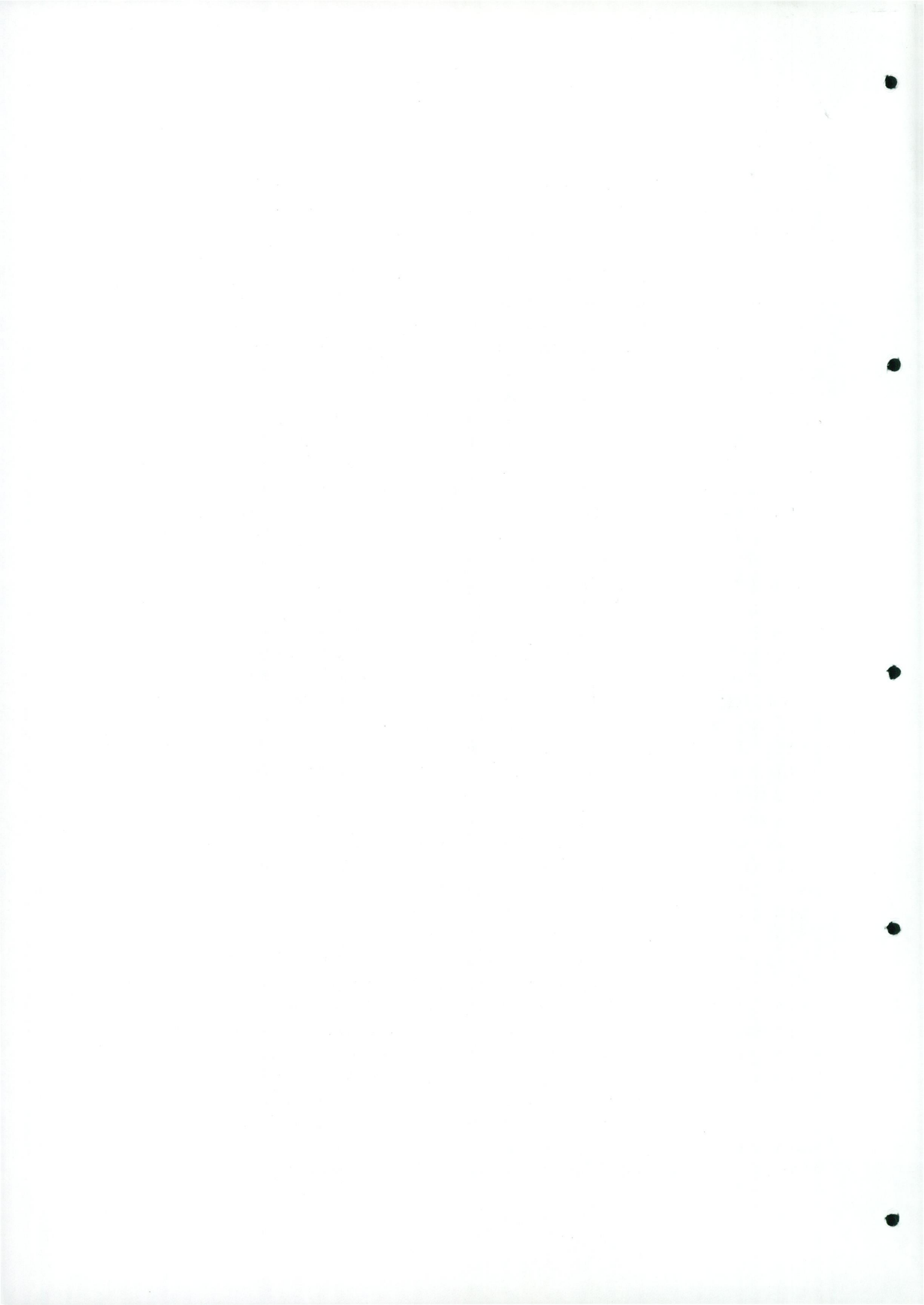
Most soft drink consumers preferred the taste of Pepsi to that of Coca Cola. And no matter how much Coke outspent Pepsi on advertising, no matter how great their distribution system, Pepsi market share kept creeping higher, due to the declining popularity of Coca Cola. Back in Atlanta, Coke's technician men conducted their secret tests, and to their horror, they discovered that consumers actually did prefer Pepsi by a 58 - 42 split. They new it was important that Coca Cola be the best tasting drink in the world. Coca Cola responded by introducing a new taste Cola, new Coke. A sweeter, bitter taste, similar to that of Pepsi. This was the most significant Marketing development in the companies 100 year history. Coca Cola president Goizuera declined to the public that "the best soft drink, Coca Cola is now going to be better with a better taste'. He explained that the new flavour had been discovered as a result of experimentation on diet Coke, and that the company would now " buy the world a new Coke. While the new formula beat the old Coke 55-45 in 190,000 blind taste tests, it increased the margin by 61-39 when both drinks were identified. People did not like the taste of the new Coke. People felt betrayed by it. They felt that part of American life had changed, as if they had changed the colour of the American flag. 8,000 calls a day, letters from young and old, upper, middle and lower class, literate and unilliterate complained of the new taste cola. People protested outside Coca Cola headquarters in Atlanta USA, publicly dumping bottles of new Coke onto the street, and city sewers. In Georgia USA, a women assaulted a Coke delivery man with her umbrella as he tried to stock a supermarket shelf with new Coke "you bastard," she screamed "you ruined it, it taste like shit!" The death of the original taste symptomatic of American decay. It effected people lives, therefore it is a icon.

*"I do not drink alcoholic beverages, I don't smoke, and I don't chase other women, my only vice has been Coke. Now you have taken that pleasure from me:- letter of complaint about the new taste cola in 1985.*

Coca Cola responded, due to public demand to bring back their 100 year old formula. Known as Coca Cola Classic. People were happy again. A small aeroplane circled the companies headquarters in Atlanta with a banner reading " Thank you, Coca Cola". Eighteen thousand calls of gratitude jammed the telephone line on the announcement, that the old Coke was back. " Thank you for bringing old Coke back" wrote one sixty eight year old women "The only thing better is sex!"

During the early 1990's Coca Cola ranked first in soft drink sales, and the





Company earned almost 80 percent of its profits from International sales.

The reasons Coca Cola are successful International is as follows:

- 1) **Capital requirements are low for a business of there size.**
- 2) **There business is not labour intensive;** Coca Cola employs 32,000 people world-wide.
- 3) **Unlike products such as wine, there beverages can go from production to consumption in a matter of hours.**
- 4) **They sell a product that not only has universal appeal and accessibility, but also meets the fundamental, frequently recurring human need for refreshment.**
- 5) **Adding strength to there brands.**
- 6) **There financial fundamental are superior and reliable.**  
At the year 1995, the market value of Coke stood \$93 billion, an increase of \$27 billion over 1994.

**7) Provides value to everyone who touches it.**

In the US, for example, the typical convenience store has to sell as many as two ice cream bars, six newspapers to equal the profit that a large, 44-ounce serving of Coke.

**8) Coke can find opportunity others cannot see.**

Coca Cola hired more than 50 senior consumer marketing professionals over the past two years, to focus on its business with fresh energy and new perspectives.

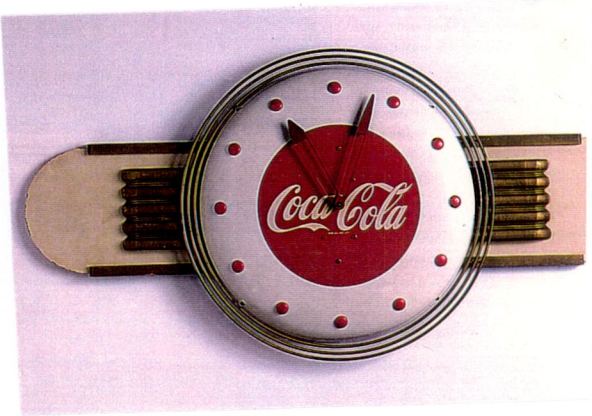
With 60 percent of the worlds population living in markets where the average person consumer less than ten 8-ounce servings of soft drinks. Coca Cola and Pepsi Cola are just at the beginning of there potential.

*"If we take full advantage of our opportunities someday, not too many years into our second century, we will see the same wave catching on in market after market, until eventually the number one beverage on Earth will not be tea or water or coffee or beer. It will be soft drinks our soft drinks"- Roberto Goizueto president Coca Cola Co. 1995. Coca Cola bottle video.*





(fig 30) Coca Cola Pocket lighters



(fig 31) Coca Cola clocks



## COCA COLA AS AN ICON

The word icon is defined in the English dictionary as an image, figure, or a represent which is respected and worshipped. Coca Cola is regarded as an icon, an icon of American life, and culture, as the above comments would appear to indicate.

*"Coca Cola is a fundamental expression of American culture and it's rise exactly parallels American progress as a civilisation"- Stephen Bayley Coke!, Page 6. Published by Coca Cola 1985.*

There are many iconic images of Coca Cola, embedded in popular advertising culture.

Coca Cola metal pocket lighters ( fig 30 )

Coca Cola clocks from 1895 to 1960 ( fig 31 )

1930 Coca Cola electric toaster. Sandwiches were put into this appliance in order to toast the Coca Cola trademark onto the bread ( fig 32 ).

The Wooden bench in 1920 - this bench would have been placed in front of a shop or petrol station where bottled Coca Cola were sold. ( fig 33 )

A human sized version of Santa Clause, was depicted in a series of illustrations for Coca Cola advertisements in 1931 ( fig 34 )

The cover of Times magazine 1950. ( fig 35 )

There were many artists which used the image of Coca Cola as an icon in there paintings.

Norman Rockwell an illustrator, who painted ads for Coca Cola in the 1940's, was like Coca Cola, an icon. An icon of American culture, and people. His Painting showed images of warm decent, hardworking citizens enjoying life. Norman Rockwell was born in 1894 in New York USA. At Sixteen he illustrated Christmas cards At 17, he illustrated his first book, at nineteen he was an art director, and at 22 he painted his first Saturday Evening Post Cover. Norman Rockwell was a master of the Art of Illustration, which brought high quality colour painting throughout American. Coca Cola hired Rockwell because he captured real people enjoying freedom.

*"I don't think there is any place in America where you can see more of human character, or the lack of it"- Norman Rockwell 1935.*

Rockwell painted good and bad images of the American dream.. When there was sadness in his paintings, it was a pleasant sadness, if there were problems, they were humorous problems. The people in his pictures aren't mentally ill or deformed, they are situated in everyday life, which Coca Cola was part of. Norman Rockwell painted cardboard cutouts for Coca Cola in 1935 ( fig 36 ) Also he illustrated Boy scouts calendars for Coca Cola bottlers.( fig 37 ) He later became a hero of the American public, as he , like Coca Cola, gave the public a sense of identity. There where many other





(fig 32) Electric toaster 1930



(fig 33) Wooden bench 1920



Artists which used Coca Cola as a icon in there paintings. For example Salvador Dali saw Coca Cola more than a soft drink, but rather as poetry of America. Andy Warhol, a Pop Artist saw Coca Cola as being mass produce, being available worldwide.

Salvador Dali also saw the Image of Coca Cola as a Icon in his paintings. Dali was a poet and a surrealist. Popular culture was in his mind, in terms of commercial films and cinema arts rather than exploring a method of painting. Dali began searching for knowledge of the hidden faces of reality.

*"The fact that I myself at the moment of painting, do not understand my own pictures, does not mean that theses pictures have no meaning, on the contrary, their meaning is so profound, complex, coherent, and involuntary that it escapes the most simple analysis of logical ins tuition"- Salvador Dali*

In his painting entitled "The poetry of America" is a painting about the struggles of American life, which haunted him in the years he spent exiled in America during the second World War. The image of a Coca Cola bottle is seen spewing out of a stomach! ( fig 38 ) Dali sees the image as being drunk too much. which would destroy your stomach.

Andy Warhol was also influenced in the image of Coca Cola. He describes Coca Cola as being mass produced. Andy Warhol was a Pop Artist, which was very popular in the 1960's.. Pop Art movement uses strategies from consumer culture, from Hollywood celebrities to household appliances and food products.

Warhol, like Rockwell, was also influenced in the culture of people. His images were linked to the world of marketing, advertising, and mass media. The 1950's and 1960's were a significant period in the history of consumer culture. Andy Warhol images were determined by patterns of consumption, growth of the national market, and the expansion of advertising. Coca Cola and other American products encouraged links between American economic imperialism. represented by the expansion of Multinational corporations.

Some fifty food companies that controlled the American consumer culture ie, Del Monte, Campbell soup, and of course Coca Cola, accounted for more than 80 percent of advertising. Warhol used these images in his paintings, as an image of American consumer culture because they represent a financially and symbolically powerful icon of Americans economic and cultural power..

His Coca Cola bottles ( fig 39 ) illustrate the standardisation and mass production of consumer goods. He depicts the bottles much as they would be found on a supermarket shelf or at the factory.

*"I adore America and these are some comments on it. My images are a statement of the symbols of the harsh, impersonal products and materialistic objects on which American is built today. It is a projection of everything that can be bought and sold, the practical but impermanent symbols that sustain us"- Andy Warhol Quoted in 'New Talent USA' Art in American, 1960 page 42.*





(fig 34) Coca Cola stand 1934



(fig 35) Time magazine 1950



(fig 36) Norman Rockwell cardboard cutout 1935

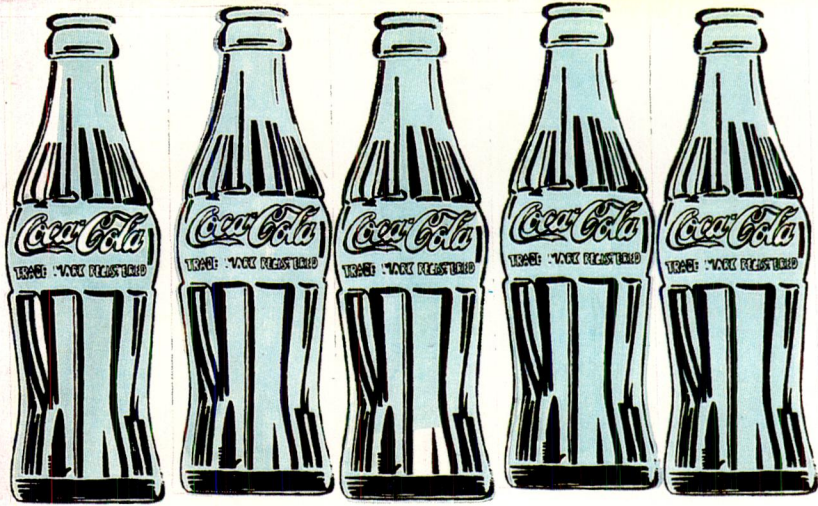




(fig 38) Salvador Dali, painting 1943







(fig 39) Andy Warhol Coca Cola bottles 1962







## **CONCLUSION**

After gathering all this information, it is easy to realise the extent to which Coca Cola is recognised internationally, for others reasons as well actually being a soft drink. The Company's influence is enormous and this is stongly obvious when it can be stated that it is the most well known symbol. or trademark, in the world. The Coca Cola drink is synonymous with American culture as a whole. Even though it is now an international business, it will never lose it's association with America.





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[http:// www.coca cola.com](http://www.coca cola.com)



