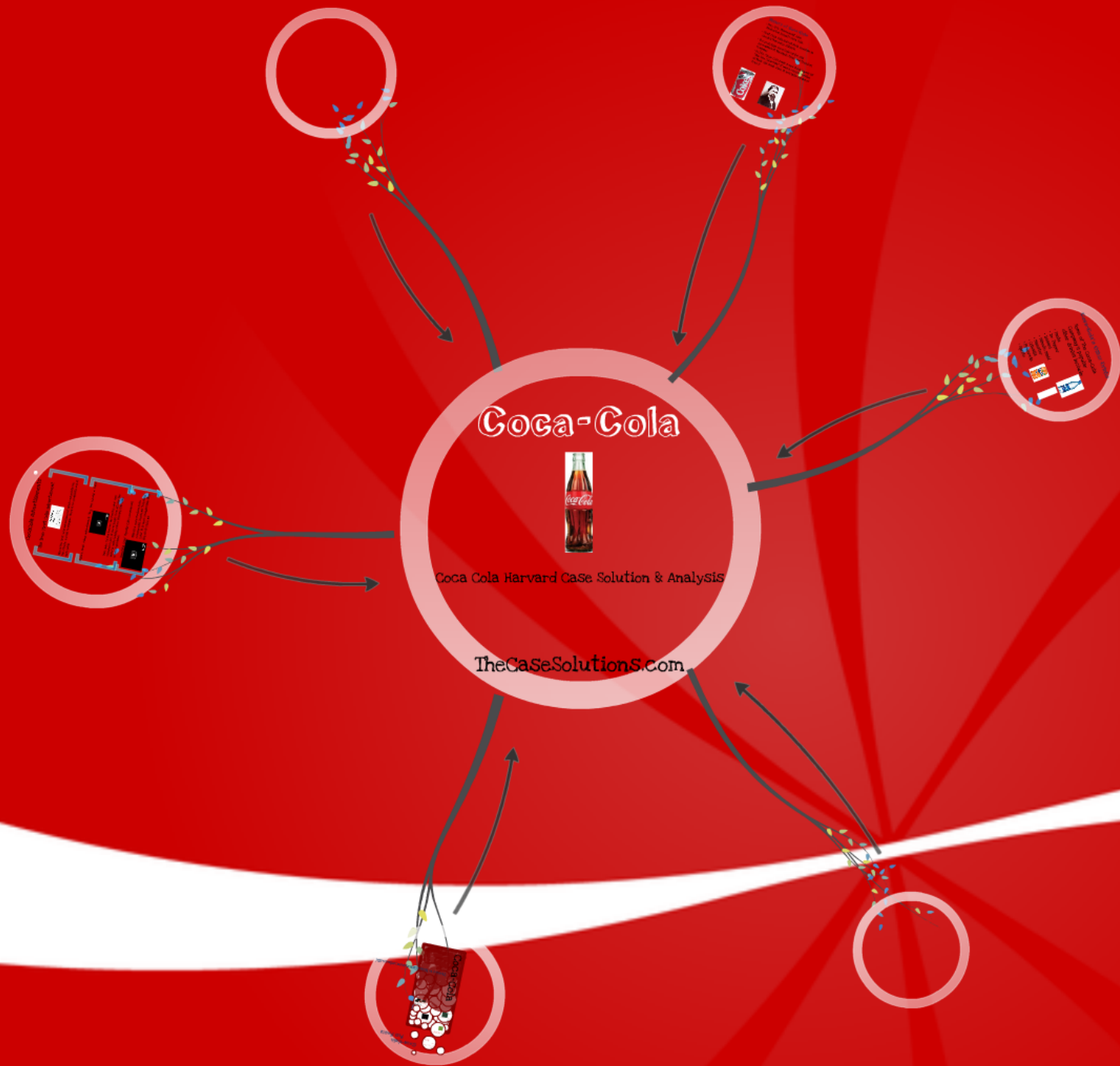


# Coca-Cola



Coca Cola Harvard Case Solution & Analysis

[TheCaseSolutions.com](http://TheCaseSolutions.com)



# CocaCola Advertisements

## The True First Coke advertisement



This is the first Coke advertisement which was printed in the Atlanta Journal Newspaper. There is no creativity and is quite plain.

## Coke's first video advertisement "Buy the World a Coke"



This video "I'd like to buy the world a coke" was released in 1971. It shows people from all over the world in unity holding cokes, showing that coke is loved worldwide

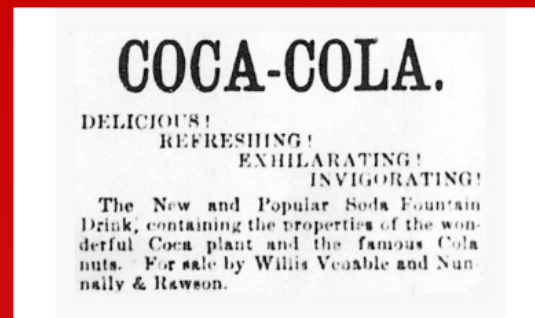
## "Beautiful Coke" Popular Coke Commercial



This is a more modern coke commercial known as "Beautiful Coke" It is more imaginative than the first video ad.

# CocaCola Advertisements

## The True First Coke advertisment



This is the first Coke advertisement which was printed in the Atlanta Journal Newspaper. There is no creativity and is quite plain.

Coke's first video advertisement "Buy the World A Coke"

# COCA-COLA.

DELICIOUS!

REFRESHING!

EXHILARATING!

INVIGORATING!

The New and Popular Soda Fountain Drink, containing the properties of the wonderful Coca plant and the famous Cola nuts. For sale by Willis Venable and Nunnally & Rawson.

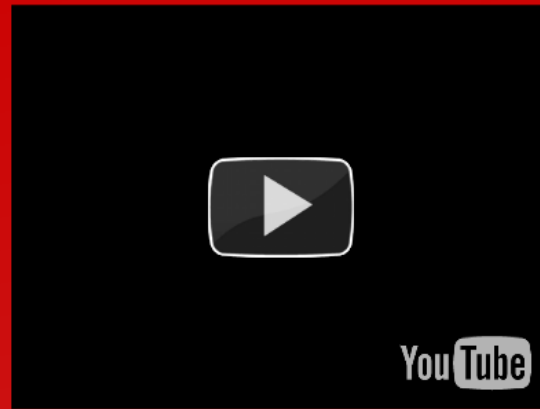


# Other Early Coke Ads



quite plain.

Coke's first video advertisement "Buy the World A Coke"



This video "I'd like to buy the world a coke" was released in 1971. It shows people from all over the world in unity holding cokes, showing that coke is loved worldwide.

"Beautiful Coke" Popular Coke Commercial

This is a more modern coke