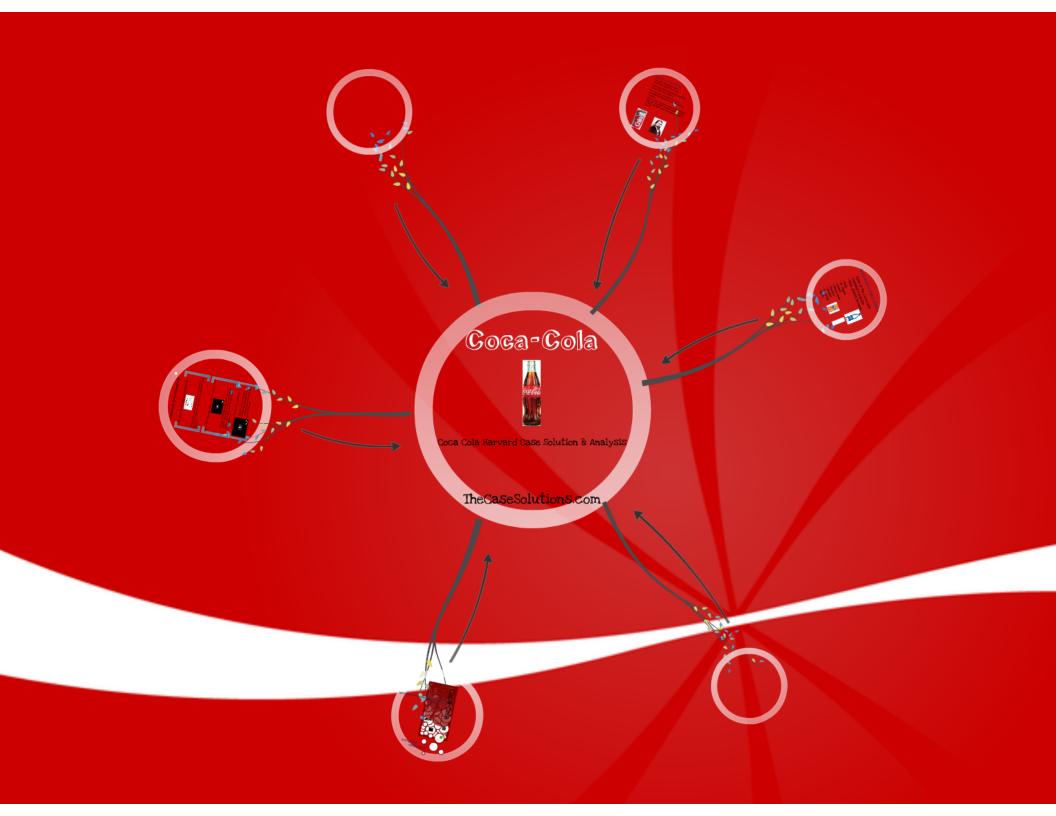


# Coca-Cola



Coca Cola Harvard Case Solution & Analysis

The Case Solutions.com





#### The True First Coke advertisment

#### COCA-COLA.

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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 advertisment "Buy the World a Coke"



This video "Td like too 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

### 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.

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

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## Other Early Coke Ads

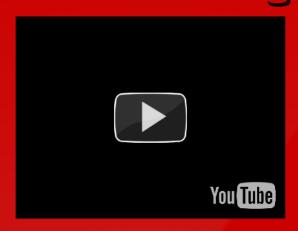






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Coke's first video advertisment "Buy the World a Coke"



This video "I'd like too 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