



1886: John Pemberton began to advertise Coca-Cola (USA)



Coca-Cola

In 1886, Dr. John S. Pemberton, a pharmacist from Atlanta, Georgia, invented a new type of syrup, using coca leaves, sugar and cola nuts, plus a few other secret ingredients to sell as a medicine for headaches and tiredness. As he was unsuccessful, he sold his secret formula to another pharmacist who mixed the syrup with soda. In 1903 the secret formula for Coca-Cola eliminated cocaine as one of the ingredients and replaced it with caffeine. In 1895, the drink was put into bottles so customers could enjoy it anywhere. To avoid imitations by competitors, Coca-Cola was put into special bottles in 1916. The contoured bottles were trademarked in 1977 and are the same bottles that we still see nowadays. According to most Internet sources, the Coca-Cola bottle is one of the most recognised packages on the planet. Throughout the years, the slogans used in advertising for Coca-Cola have reflected not only the brand, but the times. They have had a considerable impact on American culture and the brand has a high degree of identification with the US. Coca-Cola logo is the most famous commercial logo in the world which has not changed in more than 100 years! The first year when Coca-Cola started to be served, sales averaged nine servings per day in Atlanta. Today daily servings of Coca-Cola beverages are estimated at 1.9 billion globally!

Teaching ideas

☆☆☆ **CYCLE 3 ET 4** - Create a timeline with the milestones in the history of the brand.

☆☆☆ **LYCÉE** - The brand has gone through numerous advertising campaigns and slogans throughout its history. Ask your students to search on the Internet the different slogans used by the brand. Show the ads or videos and discuss in class the best ad campaigns with the best catch-phrases. Then, create a Coca-Cola advert (poster or video) for the year 2020 and vote for the best one.