



Coca-Cola and its Propaganda techniques

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Coca Colas Reach

- Coca Cola is the largest and most trusted beverage brand in the world. It employs approximately 130,600 people worldwide, and does over \$40 billion in annual revenues.
- Founded in 1886, Coca Cola has gone through many products to become the leading maker, marketer and retailer of nonalcoholic beverages.
- This multi-national company owns in excess of 500 brands and 3,500 products. These brands span from energy drinks to fizzy drinks to water

Major Brands

- Coca Cola
- Fresca
- Fanta
- FUZE tea
- Dr. Pepper
- Evian (water)
- Inca cola
- Bacardi Mixers
- Minute Maid
- Sprite
- Powerade

Target audience

- Coca Cola Company tries to satisfy the needs and wants of a vast array of people.
- They have drinks that target different age groups, ethnic groups, sexes, lifestyles, etc.

Use as political and corporate symbol

- Coca-Cola has a high degree of identification with the United States, being considered by some an "American Brand" or as an item representing America.

- “Coca-colonization is a term that refers to the globalization of American culture (also referred as to as Americanization) pushed through popular American products such as soft drink maker Coca-Cola.

Was the campaign successful?

- YES