

The background features a red Coca-Cola bottle with the brand name "Coca-Cola" written in its signature white script font. The bottle is set against a dark, moody background with dramatic lighting that highlights the curves of the bottle and the texture of the script.

BY

AMISHA ASHOK DAS

Coca-Cola

A brand that became everyone's story.

WHAT SETS COKE APART?

- Coca-Cola stands apart through timeless branding, emotional storytelling, and deep cultural integration across the globe.
- *“It’s not just the taste—it’s the feeling.”* Coca-Cola isn’t just consumed, it’s experienced.



Share A Coke With

- “Share a Coke” campaign transformed product packaging into a personal experience by printing customer names on bottles.
- This emotional, personalized approach led to global engagement and a 2% sales increase in the U.S.

Find even more names
#ShareaCoke®



COKE STUDIO



- Coke Studio India celebrates the cultural diversity of Bharat by blending classical, folk, and contemporary music.
- It reinforces Coca-Cola's emotional connect by uniting India's rich heritage through soulful, regional soundscapes.



Christmas With Coca Cola

- Coca-Cola's Christmas campaigns, featuring Santa Claus and festive themes, have become iconic symbols of the winter season.
- By linking joy, warmth, and tradition with the brand, Coca-Cola reinforces emotional connections during the holidays.





THANDA MATLAB COCA COLA

- The 'Thanda Matlab Coca-Cola' campaign used local language and humor, positioning Coke as the go-to cold drink across India.
- With Aamir Khan as brand ambassador, it drove massive recall by blending localization with cultural relevance.

OPEN HAPPINESS

- The '*Open Happiness*' campaign positioned Coca-Cola as a symbol of joy, not just a drink, through heartwarming global storytelling.
- With 2B+ viewers and local impact like India's 'Small World Machines', it deepened emotional bonds worldwide.





AMISHA ASHOK DAS | #CokeAmbassador | #CokeSideofLife.