**Explain and give 2 examples on how Coca Cola used memory bank and emotion to increase sales.**

Coca-cola uses memory bank and emotion to increase its product overall presence in the store and draw consumer’s attention. For example, Supposed you are going to gas and pay for fees, Coca-cola wants to make sure that when you are hungry, you can buy a hot dog and a coke together. Or, when consumer making decision, they are trying to build a positive association between Coca-cola and things it standard for like the memories of happiness. Also, Coca-cola are trying to inspire emotion while customers are purchasing. For example, the product of Coca-cola have the most recognizable label which gives impression of presents times and happiness that consumers have experienced .eventually Cola-cola’s brand increase its sales.

**What is the Hill Top and explain what made it memorable?**

The iconic rhythm and tune from Coca-cola have enhanced people’s memorable impression and enlarge Coca-cola’s consumer memory bank. Coke comes to people’s mind while they listening to Hill Top and while they drink coke, Hill Top presents in their mind. According to this process, Hill Top makes people impressively remember Coca-cola’s product.

**Explain why soda consumption drop over the years and the remedy use by Coca Cola.**

Soda consumption has dropped over the years because American have increasingly turned to energy drink, juice, and tea and due to Coca cola’s arrogance and people’s prospect is changing to healthy drinks. Simultaneously, American are suffering from healthy issue like obesity or Hyperglycemia. Then, Coca-cola accept the decline and publish new product that is healthier.