On my second day at the office Juliet hit me with the task of writing an ad for Coca-Cola in the *Olympic Review*, the official magazine of the Olympics. *Coca-who, Olympic* *what?*, I thought. It’s easy to be intimidated by iconic names such as Coke and the Olympics, but I learned quickly that to survive at a place like Iconologic, every morning you have to leave intimidation and fear in in the car.

*by kobi*