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Coca-Cola: The Power of a Brand

By Bob Zurn

There are few images as recognizable throughout the world as the Coca-Cola brand. Travel to the furthest reaches of the globe and you will probably encounter it on a clock or a sign, if not on the drink itself. Marketers today look to the Coca-Cola brand as a model of marketing power. Its image has transcended national borders and cultural barriers to reach almost everyone on earth. How did the Coca-Cola symbol become such an omnipresent image?

Beginning in 1886, Coca-Cola president John Pemberton began traveling the country introducing pharmacists to the drink. At that time it was considered a medicinal substance that could relieve headaches and other minor woes. Candler distributed clocks, calendars and other items laden with the Coca-Cola logo as he toured the country, spreading the brand and selling his product.

From there the brand continued to penetrate further around the world. The bottling rights to Coca-Cola were sold in 1899 and in 1915 the Root family submitted a standard size bottle for distribution, but it was too fat in the middle. The Coca-Cola Company liked the bottle so much they thinned it down and has been used ever since and is called a Hobbleskirt Bottle. By 1920, with new bottlers springing up all the time, the brand had expanded into Cuba, France, Puerto Rico and other territories. Its world dominance would increase further with World War II, when Coca-Cola promised that "every man in uniform gets a bottle of Coca-Cola for 5 cents, wherever he is, and whatever it costs the company." Suddenly Coca-Cola could be found throughout Europe as American GIs carried it with them, and by 1960 the number of countries with Coke bottling plants had doubled.

Today Coke remains a powerful brand with over a century of history behind it. As a result, items featuring previous incarnations of the Coke image have become classic pieces of Americana. The success of the Coca-Cola brand has made it an icon not just in the world of brand marketing but of American history. It symbolizes the popularity of a soft drink as well as the dominance of American entrepreneurialism in the twentieth century and beyond.

Bob Zurn and his wife Joyce own and operate Cola Corner, the leading online provider of Coca-Cola collectibles. Cola Corner provides a wide selection of Coca-Cola posters, novelties, clothing, and furniture. Visit them online today at

<http://www.colacorner.com/novelties.html>

to view their classic

collection.

Creating An Unconscious Brand

By Rachelle Disbennett-Lee, MCC, MS

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Creating An Unconscious Brand

Branding is a big topic in today's business world. Everywhere we look we can see examples of branding. Just think of companies like McDonald's, Coca Cola, and Toyota. These companies work hard to create and maintain their brand images. Branding is actually somewhat of a recent phenomena in business. It was started back with Proctor and Gamble when they decided to name one of their soaps Ivory. Naming the soap proved to be an excellent idea to the detriment of their other soap products. People stopped buying the generic soaps and began buying Ivory. Because of the success of Ivory, P&G realized the importance of branding and began a branding revolution. Moreover, branding is not just for companies; individuals have their own brands too.

You may not think of yourself as a brand, but you are. Most of us do not work at creating a specific brand like the big name products that we have all come to know and love. But, it doesn't matter. We are creating a brand everyday, consciously or unconsciously. Unfortunately, most of us are creating our brands unconsciously.

Everything we do, say, wear, every expression and even things we don't say and do create a brand. We cannot not communicate our brand because it is part of who we are. We might have a brand as a trustworthy person, or a good friend, or perhaps something not as positive such as someone who is always late. Our brand is communicated everyday by every action we take.

Stop creating an unconscious brand. Your brand is important because it says who you are and what you stand for. It communicates a great deal of information about you and can help or hurt you. Instead of being oblivious to the brand you are creating, begin taking charge of your brand. Your brand lets others know what you stand for, what they can expect from you and what kind of person you are. Make sure it communicates accurately.

Coach Lee is a Certified Master Coach specializing in working with business owners and professionals in being more profitable and productive while staying sane and balanced. Coach Lee is the publisher of the award winning e-zine, 365 Days of Coaching, because life happens every day. Visit Coach Lee at her websites coachlee.com and 365daysofcoaching.com. True Direction, Inc. Copyright 2003



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