


“СОСА-COLA”

Работу выполнила:
Обучающаяся первого курса ФСТ
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СОСА-COLA ОБЪЕДИНТ ЛЮДЕЙ





УВАЖЕНИЕ К ПРЕДПОЧТЕНИЯМ КЛИЕНТА

Соса-Сола имеет версии без сахара и кофеина.

Маркетинг – основа успеха



COCA-COLA FOODING PACKAGING

IT'S TIME TO
EAT TOGETHER



"Occupations"



"Generations"



"Ethnicities"

TENSION

Even though we're living in the best moment of human progress, we're still suffering from cultural clashes & separatism.

BRAND ROLE

COCA-COLA brings people together around the table having meals.

IDEA

Flavors can achieve globally what religion, politics, culture, and ideologies just can't. When a flavor is extraordinary, no border can stop it and any barrier can be knocked down by its power. That's why great food is accepted everywhere and enjoyed by anyone. And that's also why a COCA-COLA is the best base for enhancing your food, whatever it is and wherever you are.



ENJOYED GLOBALLY

The new packaging is available in the Americas (except the US), Europe, Africa, Turkey and the Caucasus.



“IT’S TIME
TO EAT
TOGETHE
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ЗИМНЯЯ
КОМПАНИ
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НОВЫЙ ГОД С
“СОСА-COLA”

- Ностальгия
- Рекламные компании
- Уважение к клиенту
- Доступность
- Узнаваемость
- Ассоциация



**СПАСИБО ЗА
ВНИМАНИЕ!**