

" SMART THINKING...PASS IT ON "

Coca-Cola

EXTREME

Need a boost? Take it to the EXTREME

The Four Masters



History Of Coca Cola



In May, 1886, Coca Cola was invented by Doctor John Pemberton a pharmacist from Atlanta, Georgia. John Pemberton concocted the Coca Cola formula in a three legged brass kettle in his backyard. He mixed a combination of lime, cinnamon, coca leaves, and the seeds of a Brazilian shrub to make the fabulous beverage. The name was a suggestion given by John Pemberton's book keeper Frank Robinson. Though Pemberton died just two years later after his March 24, 1888, filing for incorporation of the first Coca-Cola Company the trademark he and his partners created more than one hundred years ago can claim wider recognition today than that of any other brand in the world. The Coca-Cola company started out as an insignificant one man business and over the last one hundred and ten years it has grown into one of the largest companies in the world. The first operator of the company was Dr. John Pemberton and the current operator is Roberto Goizueta. Without societies help, Coca-Cola could not have become over a 50 billion dollar business.

Coca-Cola

If you would like to find out more about Coca Cola Extreme, contact us at the address below, send us an e-mail, or visit the Coca Cola Company's website at www.cocacola.com

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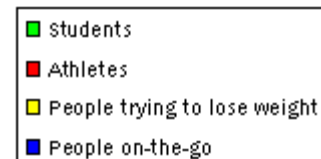
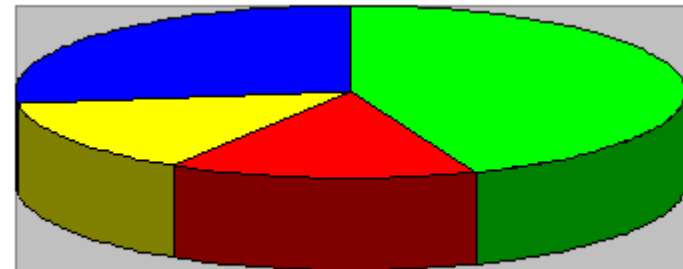


EXTREME



Coca Cola's new product, Coca Cola Extreme is the first soda with power boosters to improve your life. The five boosters, energy, protein, multi-vitamin, weight loss, and immunity are offered to maintain a healthy lifestyle and at the same time as you're enjoying a great-tasting beverage.

Coca Cola Extreme is for everyone but it appeals to certain groups of people more than others. The chart represents the groups of people that have the largest appeal to our product. The group of people whom this product appeals to most is students (44%) people on-the-go (27%) athletes (15%) and people trying to lose weight (14%)





How Does It Work ?

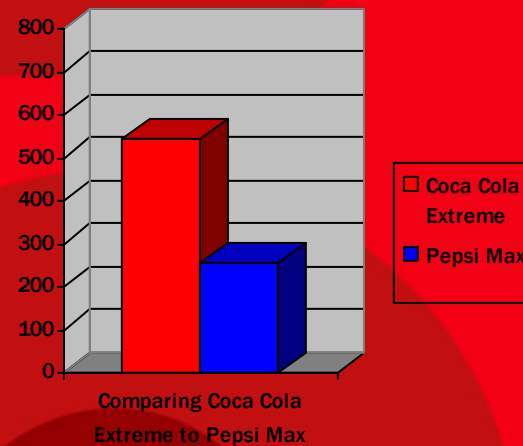
- In the bottom of the Coca Cola Extreme bottle, there are five tablets or “boosters”. The five boosters are energy, protein, multi-vitamin, weight loss, and immunity. The bottom of the bottle can be twisted to choose which booster the person chooses to use.
- There is an arrow on the bottle, pointing down, indicating which booster you would like to have in their soda. When the seal on the bottle is broken and the cap is twisted open, the booster activates and is mixed in with the drink.

Coca-Cola

Try Coca Cola's New Product and Take It to the EXTREME

Do you need more energy? Need more protein in your diet? Tired of taking your multi-vitamin pill everyday? Need to strengthen your immune system? Then Coca Cola extreme is the perfect drink for you.

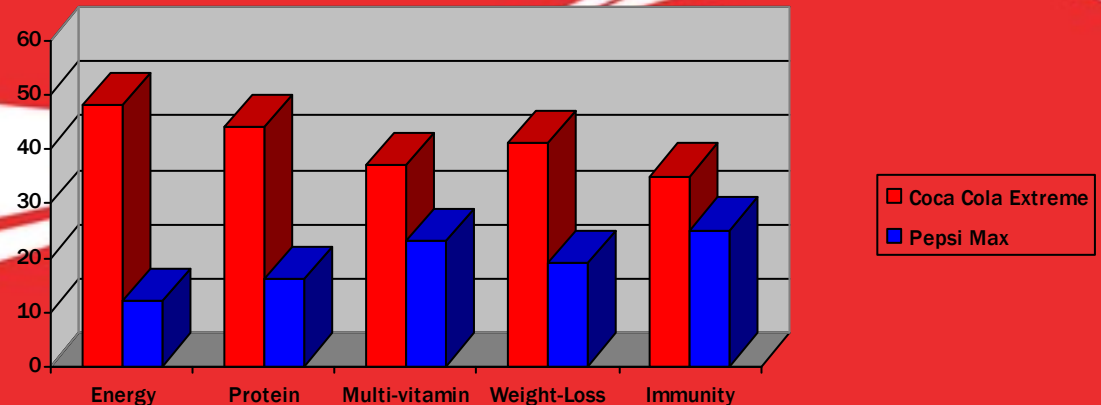
In this bar graph, Coca Cola Extreme is being compared to our competitor Pepsi Max. 800 people were surveyed in over 12 major cities in the United States. Over half of the people surveyed favored Coca Cola Extreme. The breakdown was 68% (544 people) preferred our product compared to the competitor which 38% (256 people) favored Pepsi Max.





Extreme

- The five boosters in the soft drink are energy, protein, multi-vitamin, weight loss, and immunity. We at Coca Cola have worked hard to prove that these boosters have the best effect on the consumer, and have tested them repeatedly. They have proved, against the top competitors, to be the best. This is not only an energy drink, it also promotes a healthy lifestyle. This graph shows the results of each booster in our product. People tested the product by drinking it once a day for six weeks. The people who tested each individual booster only drank the Coke Extreme with that booster for the entire testing period. The test was compared to a control group of 150 people. The control group was the Pepsi Max and it was compared to the different boosters in our product. Take it to the extreme and choose Coca Cola Extreme for your energy drink and more.**



Nationwide Marketing Campaign



Logo Coca-Cola, hvaf íahva a dýnamíská vlna Coca-Cola ísu
registrované ochranné známky společnosti The Coca-Cola Company.

- The Coca Cola Company is a worldwide organization and promotes their products to many different countries. We at Coca Cola Company hope that everyone enjoys the new fresh taste of Coca Cola Extreme.
- Avoir besoin d'une poudree? Le prendre a l'extreme!
- Ha bisogno di un incremento? Portarlo all'estremo!
- Necesita un empujo? Tomelo al extremo!



The Coca-Cola Company

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