

Coca Cola Brand Lines

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~~Coca-Cola Brand Lines~~

Coca-Cola is changing the recipe of Coke Zero Sugar for the second time in four years, but fans of the drink are lashing out at the revision just as they did after taste changes in 2017.

~~Coca-Cola Zero Sugar gets a makeover with new taste and can design for the second time in four years—but fans fume that new version is 'awful'~~

The beverage maker announced the launch of a new recipe and new packaging for Coca-Cola Zero Sugar on Tuesday. The company says Coca-Cola Zero Sugar still uses the same ingredients and the nutritional ...

~~Coca-Cola Zero Sugar gets a recipe refresh~~

Seeking to reach more shoppers looking for healthier alternatives and stay ahead of rival Pepsi, the Coca-Cola Company is rolling out an updated version of its trademark sugar-free option, . The ...

~~Coke Reintroduces Coca-Cola Zero Sugar~~

Coca-Cola announced plans to revamp the popular drink's recipe Tuesday, explaining that the new and improved taste will make it more closely resemble regular Coke.

~~Coca-Cola Zero Sugar's recipe, branding to change~~

Two months after posting a 9% top-line decline from 2020 ... In today's results announcement, Coca-Cola talked of a "lift-and-shift" strategy of taking brands to new markets following success ...

~~The Coca-Cola Co upbeat on 2021 as Q1 bodes well—results data~~

This campaign launched the new Coca-Cola mini can in Germany, by creating the Coca-Cola mini kiosk - a fully functional, normal looking kiosk with vendor, just in mini version. Combined with a small ...

~~Coca-Cola: Mini Kiosk~~

The old Coca-Cola under Kent collected brands for the sake of collecting brands ... as we can see below with the top line revision trend below. Source: Seeking Alpha You can see the impact ...

~~Coca-Cola's Best Efforts Thwarted By The Pandemic~~

In-application mobile video ads from Coca-Cola Co.'s Coke Zero, Miller Brewing Co.'s Miller Lite and Warner Bros. Entertainment's New Line Cinema have outperformed their online counterparts. Each ...

~~Coca-Cola mobile video advertising outperforms online counterpart~~

They also foresee Coca-Cola doing some serious thinking ... And one will need the support of new product lines to bolster and re-invent the brand, she said. For instance, ITC has made a transition ...

~~Experts urge Coca-Cola to either avoid athletes as endorsers or introduce a healthier portfolio~~

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Meet Lia Lee, the founder of UNLIT™, an all-natural, vegan, hangover recovery beverage line that uses superfood ... Venturing and Emerging Brands (VEB) – the Coca-Cola business unit that ...

~~Black Woman Founder of Hangover Recovery Drink Making History, Being Eyed By Coca-Cola~~

This shift means more Sprite bottles can be collected, recycled and reused to make new items, in line with Coca-Cola's World Without ... refreshed icon of the brand's bold Sprite 'spark' with ...

~~Kenya: Coca-Cola Announces Shift From Green-Colored Sprite Bottle to Clear Plastic~~

The NBA icon isn't changing team uniforms, but after 18 years, James will now reportedly be quenching his thirst with PepsiCo-branded beverages instead of Coca-Cola, according to Front Office ...

~~LeBron James to leave Coca-Cola for Pepsi after 18 years: Report~~

Coca-Cola's tests with a line of interactive refrigerators integrated with augmented ... store data could then be used to make merchandising decisions around stores. As brands and retailers tinker ...

~~Coca-Cola experiments with smart fridges to bridge in-store, mobile engagement~~

The share price fell by a roughly equivalent amount plus a little bit more, which was in line with a move by the broader ... Ronaldo is a big sports star. Coca-Cola is a global mega-brand; one that ...

~~Ideas Farm: 2 fallacies, Coca-Cola and Ronaldo~~

Be authentic and independent, or toe the company line? These are questions many people ... when Cristiano Ronaldo cost Coca-Cola a drop in share price of \$5.2 billion with a press conference ...

~~How Ronaldo flipped the script on Coca-Cola~~

Ronaldo at a press conference was seen putting aside Coca Cola bottles while sitting down for a media interaction, taking the brand name. He then picked up a bottle of water and said "Agua" the ...

~~Cristiano Ronaldo snub costs Coca-Cola billions in market value~~

Cristiano Ronaldo, earlier this week, removed two Coca-Cola bottles ... from the adhesive brand Fevicol. Taking to Twitter and Instagram, the company shared an image with a line from a popular ...

~~Fevicol's witty tweet on Cristiano Ronaldo vs Coca-Cola incident goes viral~~

Be authentic and independent, or toe the company line ... can have on a brand or product but Ronaldo showed that the reverse is also true. Cristiano Ronaldo removes Coca-Cola bottles from a ...

~~Matthew Pavlich: How Cristiano Ronaldo flipped the script on megabrand Coca-Cola~~

Clearly labeled as being 'for water only', the unassuming product line is a clear ... the soft drink brand was left looking redder than usual after two bottles of Coca-Cola were theatrically ...

~~Ad of the Day: Ikea bottles Ronaldo's anti-Coca-Cola stance~~

In line with its World Without Waste initiative, Manila is the latest addition to the cities and municipalities Coca-Cola continues to partner with to collect every single PET plastic bottle ...

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