



The Universal language of Coca-Cola
Santiago Cony Etchart



Coca-Cola

"The Universal language of Coca-Cola" - 2024

Global

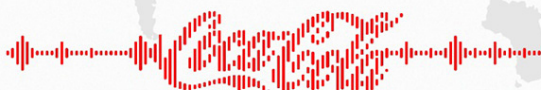


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The **UNIVERSAL LANGUAGE** of



THE MOST KNOWN WORD IN THE WORLD AFTER “OK”

A message for

4695

Polish in Turkey

where 79.3 millions understand the word Coca-Cola

A message for

1248

Koreans in Mexico

where 121.6 millions understand the word Coca-Cola

A message for

53

Icelanders in Greece

where 9.7 millions understand the word Coca-Cola

A message for

36

Maltese in Brazil

where 200 millions understand the word Coca-Cola

A message for

3

Samoans in Norway

where 5 millions understand the word Coca-Cola

94% of the world's population knows the word *Coca-Cola*

We created a global radio campaign in the least spoken language of each country with a message so that all those minorities who miss their language feel closer to home. Although the message was only understood by a few, everybody knew it was a Coca-Cola ad. After all, Coca-Cola is one of the most universally recognized words across the globe. **It's something we all share.**

Only *Coca-Cola* could do it

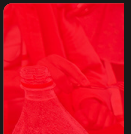
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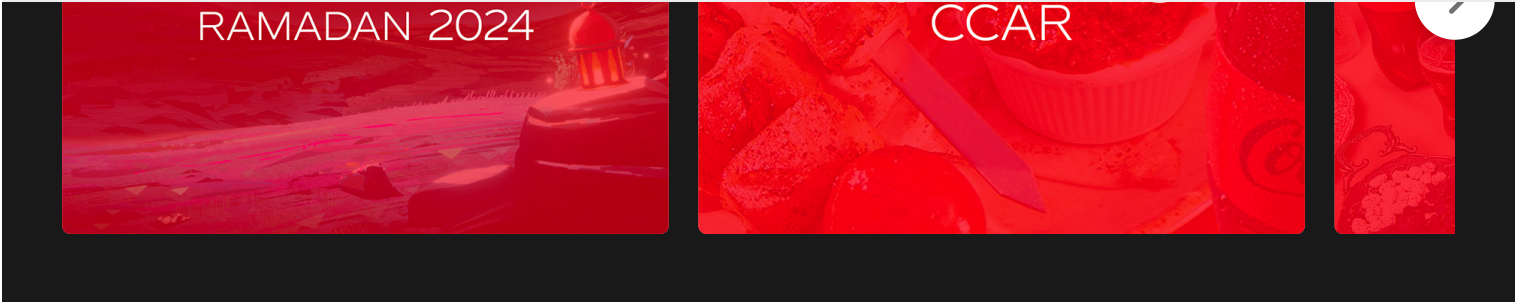
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