

- 1) Coca Cola is the creator of this ad. This company is a very large and well-known corporation, with over 79,000 employees. As of June 2022 Coca Cola's revenue was 11.3 Billion, up 11.81%. The company's net income is 1.9 Billion as well. This company has been around for a while, with an incorporation date of January 29th 1919 in Atlanta Georgia. Coca Cola is the world's biggest nonalcoholic drink company.
- 2) This commercial ad used a variety of different shots and sounds to get a point across. It is compiled with many individual shots of different people in all different places and backgrounds. With every shot there was a clip of their voice along with it. I think this really allowed the viewer to connect with the individuality of each person. And having them in all different settings, appearances, and even different voices shows that they have one thing in common- the product Coca Cola.
- 3) I think universally this message is interpreted the same. The point the company is portraying is the diversity that is found in the consumers of Coca Cola. All different parties can see this in this view point. Some people may see it differently if they don't understand or are exposed to diversity. They might not take that into consideration. Overall, so many different lifestyles and types of people are showed that i think it relates to everyone,
- 4) Once again a variety of lifestyles are portrayed in this commercial ad. Different countries are shown. As well as different people. They are shown doing a variety of different things from dancing, being on the beach, camping, and just walking down the street. People are shown alone, in groups, with a significant other, and with their children. Different ethnicities are shown as well. In every clip a bottle of Coca Cola is being consumed or incorporated in some way.
- 5) They are using a more emotional effect to sell their product. They promote inclusivity and the fact that all people from all places and backgrounds buy their product. It shows it in a way that their product makes people happy and no matter where you are from you can enjoy it. The diversity aspect makes it feel like this company does not target one specific group, but that it can be enjoyed by all ages and types of people.

“Shaping the Corporate Landscape : Towards Corporate Reform and Enterprise Diversity” . Oxford, Hart Publishing, 22 Nov. 2018.

Jones, Peter, and Daphne Comfort. “Coke and Sustainability.” *Decoding Coca-Cola*, 2020, pp. 125–139., <https://doi.org/10.4324/9781351024020-8>.