

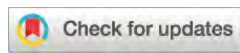
RESEARCH ARTICLE

# The Coca-Cola Company advertising history illustrated through phonecards

Wagner de Souza Tavares<sup>1\*</sup> Rani Uli Silitonga<sup>2</sup>

<sup>1</sup> Asia Pacific Resources International Holdings Ltd. (APRIL), Riau Andalan Pulp and Paper (RAPP), Indonesia

<sup>2</sup> Pekanbaru, Riau, Sumatra, Indonesia



**Correspondence to:** Wagner de Souza Tavares, Asia Pacific Resources International Holdings Ltd. (APRIL), Riau Andalan Pulp and Paper (RAPP), Indonesia; E-mail: [wagnermaias@yahoo.com.br](mailto:wagnermaias@yahoo.com.br)

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**Abstract:** Coca-Cola is a carbonated beverage created by The Coca-Cola Company in Atlanta, Georgia, United States of America (USA) which leadership in the soft drink business was achieved after development of advertising programs. Phonecards are items collected by people worldwide. Telecommunication companies along with The Coca-Cola Company displayed Coca-Cola advertising on phonecards. The objective was to illustrate The Coca-Cola Company advertising history through Coca-Cola phonecards. Single phonecards and those in the form of sets and puzzles, besides phonecard folders were used in the study. The number of Coca-Cola phonecards ever produced per country and continent was listed. Coca-Cola advertising slogans were extensively displayed on phonecards, including “Always in Motion”, “Delicious & Refreshing”, “Drive Refreshed”, “Enjoy”, “Have a Coke”, “Refreshing”, “Refresh Yourself”, “Talk about Refreshing”, and “What I Want is a Coke” from Japan as well as “Refreshment Right Out of the Bottle” and “Always Together” from Hungary and Indonesia, respectively. Japan had the highest number of Coca-Cola phonecards ever produced, 584, followed by USA, 441, China, 95, Germany, 51, and Australia, 41. Asia had the highest number of Coca-Cola phonecards ever produced, 760, followed by America, 519 and Europe, 211. The Coca-Cola Company history was successfully illustrated through advertising phonecards.

**Keywords:** art in phonecards, Atlanta, marketing, publicizing, The Coca-Cola Company

## 1 Introduction

Originally, Coca-Cola advertising items were freely distributed or sold to Coca-Cola retailers such as candy stores, drug stores, soda fountains, supermarkets, variety stores, and the like, by the Coca-Cola bottler. These items were never meant to be sold or even given away to the general public. Many of these items are, currently, rare and harder to find by collectors. These items were made, particularly, for distribution by the bottlers to some specific retailers (SMC Eletronics, 2021).

After the early 1970s, The Coca-Cola Company licensed the retailers name to be displayed on items of almost every description. These mass produced items were sold, usually, in department and novelty stores, and by many mail order companies to the general public. These items are American made, costly, and high-quality. They are, also, rare and hard to find by collectors (SMC Eletronics, 2021).

Telecommunication companies exhibited advertising, artwork, attractive photography, or featured celebrity portraits on phonecards (Tavares & Silitonga, 2022a), including BT Group plc from United Kingdom of Great Britain & Northern Ireland, Magyar Telekom Nyrt. from Hungary, Nippon Telegraph and Telephone Corporation from Japan, PT. Telkom

Indonesia (Persero) Tbk from Indonesia, Telemar Norte Leste S/A from Brazil, Telepoint from Peru, and Telmex from Mexico (Colnect, 2022).

As the supply of any theme is finite, this has led some people to collect phonecards and their related items, such as phonecard folders and packs, phonecard proofs, and materials used to produce phonecards (TelephoneCardCollector, 2022; Tavares, 2022). Collectors prefer to specialize and collect phonecards in a particular manner because of the large number of different phonecards. Some people collect chip phonecards with a specific chip type or phonecards with different types of chips issued in a certain country, while others prefer to obtain a unit of every type produced (Tavares, 2021; Tavares & Silitonga, 2022b). Online clubs, and online and published catalogs provide collectors with completed information on phonecards. In addition, these clubs include forums to assist with conversations between collectors (Sergent, 2022).

## 2 Literature

### 2.1 The Coca-Cola Company

Coca-Cola is a carbonated beverage (Figures 1A-1B) created by The Coca-Cola Company in Atlanta, Georgia, United States of America (USA) (Friedman, 1992; Schmidtke *et al.*, 2019) in

the late 19<sup>th</sup> century (Figures 1C-1D) by the pharmacist, John Stith Pemberton (born in Knoxville, Georgia on 8 July 1831, died on 16 August 1888).



**Figure 1** The phonecards from Japan displayed with information “Drink Carbonated Coca-Cola in Bottles” (A, B) and “Through All the Years since 1886” (C, D)

The Coca-Cola Company was bought by the businessman, Asa Griggs Candler (born in Villa Rica, Georgia on 30 December 1851, died on 12 March 1929), whose marketing strategies led Coca-Cola to its supremacy of the world soft-drink market throughout the 20<sup>th</sup> century (Figures 2A-2H) (King, 1987; Deshpande et al., 2020).



**Figure 2** The phonecards from Japan exhibiting early Coca-Cola bottlers and retailers (A, C, E, and G, front; B, D, F, and H, back, respectively)

On the basis of Interbrand’s “Best Global Brand” evaluation of 2020, Coca-Cola was the world’s sixth most profitable brand (Rego et al., 2021). In 2013, Coca-Cola products were sold in over 200 countries globally, with clients consuming above 1.8 billion company beverage servings daily (Abbasi, 2017). Coca-Cola ranked number 87 in the 2018 Fortune 500 list of the largest USA organizations by total income (Jones & Comfort, 2018) (Figures 3A-3D).

## 2.2 Coca-Cola Advertising

Coca-Cola advertising has, considerably, influenced American culture, and it is regularly credited with creating the modern image of Santa Claus as an old man in a red-and-white suit (Figures 4A-4D) (Harris, 1995; Okleshen et al., 2000). The organization began using the red- and-white Santa Claus image in the 1930s, with its cold season publicity campaigns illustrated by the artist,



**Figure 3** The phonocards from Japan displaying an early Coca-Cola vehicle (A, B) and Coca-Cola dispensers (C, D)

Haddon Hubbard “Sunny” Sundblom (born in Muskegon, Michigan, USA on 22 June 1899, died on 10 March 1976; [Figures 4E-4J](#)) ([Okleshen et al., 2000](#)).



**Figure 4** Santa Claus exhibited on Coca-Cola phonocards from Hungary (A, B) and Japan (C, D), and polar bear on four Coca-Cola phonocards forming a puzzle from Peru (E, F), and phonocards from United Kingdom (G, front; H, back) and Japan (I, J)

Previously to Santa Claus, Coca-Cola adhered on images of attractive young women to sell its drinks ([Figures 5A-5F](#)). Coca-Cola’s first such commercial came out in 1895, showing the young actress and model, Hilda Clark (born in Leavenworth, Kansas, USA on 1872, died on 5 May 1932) as its spokeswoman ([Pendergrast, 1994](#)).

The first use of the nickname “Coke” as an official trademark for the product was seen in 1941, with a sequence of advertisements clarifying the public that “Coke means Coca-Cola” ([Figures 6A-6F](#)) ([Tamony, 1969](#); [Matthews, 1973](#); [Murray, 1995](#)). In 1971, a song from a Coca-Cola merchandising named “I’d Like to Teach the World to Sing (In Perfect Harmony)”, produced by the songwriter, record producer, and singer, Roquel “Billy” Davis (born in Detroit, Michigan on 11 July 1932, died on 2 September 2004), became a hit ([Dholakia, 2015](#)).



**Figure 5** The Coca-Cola phonecards from Japan (A and C; B and D, respectively) and Indonesia (E, F) displayed with attractive woman images



**Figure 6** The Coca-Cola phonecards from Japan displayed with nickname “Coke” (A, C, and E; B, D, and F, respectively)

In the 1950s, the term “cola wars” cropped up, exposing the continuous conflict between Coca-Cola and Pepsi for dominance in the soft drink business. Coca-Cola and Pepsi were disputing with new products, international growth, USA marketing actions, and sport sponsorships (Figures 7A-7R) (Mckelvey, 2006; Moses & Vest, 2010).

Coca-Cola advertising is prevalent, as one of Ernest Woodruff’s stated objective (born in Columbus, Georgia on 23 May 1863, died on 5 June 1944), securing everybody on Earth with consumption of Coca-Cola as their favored drink (Meyers, 1998; Vicent & Kolade, 2019). This is, particularly, right in areas toward the South of the USA, such as Atlanta, where Coca-Cola was created (Markley, 2008).

Coca-Cola television commercials, between 1960 through 1986, were written and produced by the radio and television advertising creative director, Don Naylor (born in Millwood, Texas on 31 May 1910, died on 5 November 1991) during his occupation as a producer for the McCann Erickson American global advertising agency network (Jones & Comfort, 2018). The early television commercials for Coca-Cola showed movie stars, popular singers, and sport heroes (Meyers, 1998; Paul & Dana, 1999).

In the 1980s, Pepsi-Cola exhibited several television commercials showing people participating in taste trials revealing that, according to the commercials, “50% of the participants who said they liked Coca-Cola, actually, picked the Pepsi” (McKelvey, 2006; van Doorn & Miloyan, 2018). Statisticians identified the questionable nature of a 50/50 result: presumably, the taste trials revealed that in blind trials, most people cannot distinguish between Pepsi and Coca-Cola. The, Coca-Cola



**Figure 7** The Coca-Cola phonecards from Japan exhibited with sponsorship to the Barcelona “92 (C, D) and the Atlanta” 96 (E, F) Summer Olympics as well as to a tennis team (E, F); sets each with three Coca-Cola phonecards from Paraguay and Indonesia displayed with sponsorship to the Paraguay National Football Team (G, I, and K; H, J, and L) and the 2004 UEFA European Football Championship (M, O, and Q; N, P, and R), respectively.



**Figure 8** The Coca-Cola phonecards from Japan displayed with advertising slogans “Always in Motion”, “Delicious & Refreshing”, “Drive Refreshed”, “Enjoy”, “Have a Coke”, “Refreshing”, “Refresh Yourself”, “Talk about Refreshing”, and “What I Want is a Coke” (A, C, E, G, I, K, M, O, Q, S, and U; B, D, F, H, J, L, N, P, R, T, and V), and from Hungary and Indonesia with “Refreshment Right Out of the Bottle” and “Always Together” (W and Y; X and Z), respectively.

promoted ads to combat Pepsi's ads in a circumstance, occasionally, referred to as the "cola wars"; one of Coca-Cola ads compared the so-called Pepsi challenge to two monkeys deciding which tennis ball was furrer (Pendergrast, 1994; McKelvey, 2006). Afterwards, Coca-Cola took back its leadership in the market (Deshpande et al., 2020).

The singer, Selena Quintanilla-Pérez (born in Lake Jackson, Texas on 16 April 1971, died on 31 March 1995) was a speaker for Coca-Cola from 1989 until the time of her death. She filmed three commercials for the company. In 1994, to celebrate her five years with the company, Coca-Cola produced special Selena Quintanilla-Pérez Coke bottles (Matousek, 2021).

The Coca-Cola Company purchased Columbia Pictures in 1982, and began inserting Coca-Cola-product images into many of its movies (Meyers, 1998; Chan-Olmsted, 1991; Walsh & Linton, 2011). After a few early successes during Coca-Cola's ownership, Columbia Pictures began to perform poorly, and the studio was sold to Sony Group Corporation in 1989 (Gershon & Kanayama, 2002).

Coca-Cola has gone through a number of different advertising slogans in its long trajectory, including "The Pause that Refreshes", "I Had Like to Buy the World a Coke", and "Coke is It" (Figures 8A-8Z) (Donnelly, 2009; Kumari et al., 2010).

In 1999, The Coca-Cola Company introduced the Coke Card, a fidelity program that offered deals on items like clothes, entertainment, and meals when the cardholder purchased a Coca-Cola Classic. The program was interrupted after three years (McKelvey, 2006; Paracha et al., 2012).

The company, then, introduced another fidelity program in 2006 called My Coke Rewards. This permitted consumers to gain points by entering codes from specially marked packages of Coca-Cola products into a website. These points could be redeemed for various prizes or sweepstakes entries (Lanthorn, 2013; Sarich et al., 2015).

In Australia over 2011, Coca-Cola began the "Share a Coke" campaign, where the Coca-Cola logo was replaced on the bottles with first people names (Vicent & Kolade, 2019; Lacy-Nichols et al., 2020). Coca-Cola used the 150 most popular names in Australia to print on the bottles (Ragusa & Crampton, 2016). The campaign was paired with website and Facebook pages (Cambridge, Massachusetts, USA) as well as an online "Share a Virtual Coke" (Tewari & Mittal, 2014). The same campaign was introduced to Coca-Cola, Diet Coke, and Coke Zero bottles, and cans as well in the United Kingdom in 2013 (Figures 9A-9D) (Piedra et al., 2019; Xu et al., 2020).



**Figure 9** The Coca-Cola Light phonecards from Mexico and Japan (A and C; B and D), respectively.

Coca-Cola has also publicized its product to be consumed as a breakfast beverage, instead of coffee or tea for the morning caffeine (Golan et al., 2000).

### 3 Methodology

The Coca-Cola phonecards and their folders used in the study were obtained from a private collection in Pangkalan Kerinci, Riau, Indonesia (N 0°20' × E 101°51'). The number of Coca-Cola phonecards ever produced was assessed per country and continent on 16-18

January 2022 from information available at the Colnect database (Colnect, 2022). All Coca-Cola phonecards and their folders were scanned using an iSight Apple Inc.® 8-megapixel camera through the Microsoft Lens application.

## 4 Findings

### 4.1 Coca-Cola phonecards

Four countries from Africa, 15 from Asia, 22 from Europe, 14 from America, and four from Oceania were listed at the Colnect database with Coca-Cola phonecards. Japan had the highest number of Coca-Cola phonecards ever produced, 584, followed by the USA, 441, China, 95, Germany, 51, and Australia, 41. Asia had the highest number of Coca-Cola phonecards ever produced, 760, followed by America, 519 and Europe, 211 (Table 1).

**Table 1** Number of Coca-Cola phonecards ever produced per country and continent listed at the Colnect database

Africa Country	No.	Asia Country	No.	Europe Country	No.	America Country	No.	Oceania Country	No.
Congo <sup>a</sup>	1	China <sup>b</sup>	95	Austria	4	Argentina	2	Australia	41
Gambia	1	Hong Kong	1	Belarus	1	Bolivia	3	Fiji	6
Lesotho	1	Indonesia	5	Belgium	10	Brazil	11	New Zealand	4
South Africa	1	Japan	584	Bulgaria	12	Canada	14		
		South Korea	2	Czech Republic	1	Colombia	3		
		Kuwait	6	Denmark	26	Ecuador	5		
		Macau	3	Faroe Islands	4	El Salvador	1		
		Malaysia	2	Finland	1	Guatemala	1		
		Pakistan	37	France	6	Honduras	3		
		Palestinian Territory	1	Germany <sup>c</sup>	51	Mexico	7		
		Saudi Arabia	1	Greece	12	Peru	1		
		Singapore	19	Hungary	36	Saint Lucia USA <sup>e</sup>	441		
		Sri Lanka	2	Iceland	7	Venezuela	25		
		Thailand	1	Ireland	3				
		Turkey	1	Latvia	1				
				Netherlands	1				
				Norway	1				
				Slovenia	1				
				Spain	7				
				Sweden	1				
				Switzerland	2				
				United Kingdom <sup>d</sup>	23				
<b>Total</b>	<b>4</b>	<b>760</b>	<b>211</b>	<b>519</b>	<b>519</b>	<b>519</b>	<b>519</b>	<b>51</b>	<b>51</b>

Source: Colnect, 2022. Listed at the Colnect database as <sup>a</sup>Democratic Republic of the Congo, <sup>b</sup>People’s Republic of China, <sup>c</sup>Federal Republic of Germany, <sup>d</sup>United Kingdom of Great Britain & Northern Ireland, and <sup>e</sup>United States of America.

### 4.2 Coca-Cola phonecard folders

Some phonecards are available in folders and packs; e.g., around 200 Australian (Sergent, 2022; Kilpatrick & Pitarresi, 2000; Tavares & Silitonga, 2022c) and 250 Brazilian (Tavares, 2022) phonecards in the form of sets, respectively are available in official collector folders and packs. Several other phonecards from Australia are available into generic folders, unofficial folders, and many were released with more than one version of folder or pack. Australian phonecards that were distributed in folders and packs have a code similar to the same cards distributed loosed (Sergent, 2022; Kilpatrick & Pitarresi, 2000; Hand, 2021).



**Figure 10** The Coca-Cola phonecards available in folders from Japan (A, B), United States of America (C, D), United Kingdom of Great Britain & Northern Ireland (E, F), Australia (G and I; H and J, respectively), and Germany (K, L). Folders G-H and I-J are first and second Coca-Cola folder types, out of 12, ever produced in Australia (Sergent, 2022).



The available space on phonecard folders and packs can be used to place more cards and to provide information of any matter to customers (Figures 10A-10J) (TelephoneCardCollector, 2022; Tavares & Silitonga, 2022d, 2022e).

## 5 Conclusion

The Coca-Cola Company actively concentrated advertising strategies on phonecards around the world. The Coca-Cola Company history was successfully illustrated through advertising phonecards.

## Conflict of interest

The authors declare no conflict of interest in the authorship and publication of this study.

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