

Download A Funny Thing Happened To The Coca Cola Company On The Way To The Market

Location: Bethesda, Md. Founded: 1998 Employees: 140+ 2015 Sales: \$170 million Structure: Coca-Cola invested 40% in the company in 2008 and bought the company in 2011 Fun Fact: Honest Tea is the nation's top-selling organic bottled tea Maryland-based Honest Tea sets the bar high, demonstrating how a company can scale through acquisition while staying true to its mission and values. Coca-Cola changed the height of their 2 liter bottle and it no longer fits in an ice cooler without laying the bottle sideways. They never checked the height to make ...OK Soda changed my life. I was coming back from my night-shift job on a cold Minneapolis winter morning, and on my front steps I found, delivered with the morning paper, a long skinny plastic bag containing three sample cans of OK Soda stacked top-to-bottom. The company used that research to build one of the most successful visual marketing campaigns of the century. Through videos and photos on social media, Dove's visuals highlighted real women of all different shapes, ethnicities, and ages, highlighting the qualities that made them beautiful.