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# 23 In Memory of Coke

Coca-Cola's Journey That Led Coke to Be the World's Old Friend

LIVE ESL – APIBECI

FOOD NEWS

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# In Memory of Coke

Coca-Cola's Journey That Led  
Coke to Be the World's Old Friend

## Pre – Test

Watch and listen to the audio for this material. After that, write the words you hear from the video after watching it for the first time. Write the words under the corresponding categories below.

### Words I hear that are familiar to me

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

### Words that I understand and know the meaning

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

7 \_\_\_\_\_

8 \_\_\_\_\_

# 01

## Reading

The Coca-Cola Company has been offered the chance to buy Pepsi's business multiple times including for only fifty thousand dollars in 1933 but Coke turned them down. Instead, Coke tried to sue Pepsi for using the word cola in their ads claiming that they were trying to rip off Coca-Cola's products. This **backfired** when Pepsi **countersued** that Coke was using anti-**competitive tactics** to build a **monopoly**. The courts agreed and ruled that cola was a generic term anyone could use. However, since Coke missed their chance to buy Pepsi they ended up **getting locked** in an ongoing marketing battle with them. At one point Coke and Pepsi both started **cutting their prices** and offering discounts to try and compete with each other. But they soon realized this was hurting both of them. Whether they made secret deals **behind closed doors** or not is unknown but soon reverted back to their normal pricing and tried to compete on advertising instead. But eventually Pepsi had the simple and genius idea to actually compete on taste.

In 1975, Pepsi launched the Pepsi challenge, where they gave people two white cups, one containing Pepsi and one containing Coca-cola. People didn't know which was which and were encouraged to taste both to see which they preferred. The test results showed that Pepsi was preferred by slightly more people and so Pepsi started using this stat in all of their advertising.

“All across America, more people pick Pepsi time after time.”

Coke completely denied this was true but when they conducted their own tests, they found that Pepsi did indeed score slightly higher in a **blind taste test**. Meanwhile, Coca-Cola was slowly but steadily losing market share. They tried everything, huge marketing campaigns and price promotions but every year Coke's market share slightly declined and Pepsi slightly increased. It started to seem that perhaps the Pepsi challenge was right. The problem was that more people simply preferred the taste of Pepsi and thus Coca-Cola began an incredibly secret mission. They were going to change Coke's formula. After rigorous testing and trials, they discovered a new color formula that consistently performed better than both original coke and pepsi. Over and over, they repeated the blind taste test and the data was clear. The new formula was more popular and so just short of Coca-Cola's 100-year anniversary, they did the unthinkable. They changed the Coca-Cola formula and replaced it with new coke. And immediately, the chaos began.

Every single day, thousands of phone calls and letters arrived at Coke's offices. They were a mixture of **dis-  
traught** people begging for the old version of Coke back and people who were downright furious, Coke had the nerve to take away the original formula. Coke expected the **uproar** would die down especially once people actually tried the new formula but the outrage simply intensified. The media was equally full of outrage reports and at the Coke phone lines it will constantly **jam** with complaints for months.

When Coke advertisements were shown on giant screens and stadiums, people loudly booed. It became popular to hate new coke, of course many of the people complaining hadn't even tried the new formula. As one Coke employee put it, 'We could have introduced the **elixir** of the gods and it wouldn't make a difference.' It was soon very clear that taste hadn't been the issue, it didn't matter if new coke technically tasted better in blind taste tests. Coke's success had never been about taste in the first place. Thanks to its incredible marketing, the world viewed Coca-cola as an old friend. (stops at 3:36)

# 02

## Activity

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### A1 | Pair Me Up

Match the words on the first column to its corresponding meaning on the second column.

BACKFIRE	1 _____	A	market consists of only one seller
COUNTERSUE	2 _____	B	upset; desperate
ANTI-COMPETITIVE TACTICS	3 _____	C	chaos; commotion
MONOPOLY	4 _____	D	pack
GETTING LOCKED	5 _____	E	repeatedly; again and again
TIME AFTER TIME	6 _____	F	mixture; solution
DISTRAUGHT	7 _____	G	getting in between
UPROAR	8 _____	H	bad effect
JAM	9 _____	I	plan to prevent competition in the market
ELIXIR	10 _____	J	to sue (someone) in return

### A2 | Complete Me

Complete the sentence using the right words from the video. (Note: Don't use the written article.)

The Coca-Cola Company has been **1** \_\_\_\_\_ the chance to buy Pepsi's business **2** \_\_\_\_\_ times including for only fifty **3** \_\_\_\_\_ dollars in 1933 but Coke turned them down. Instead, Coke tried to **4** \_\_\_\_\_ Pepsi for using the word cola in their ads **5** \_\_\_\_\_ that they were trying to **6** \_\_\_\_\_ Coca-Cola's products. This backfired when Pepsi **7** \_\_\_\_\_ that Coke was using **8** \_\_\_\_\_ tactics to build a **9** \_\_\_\_\_.

# 03

## Speak Up

*You are welcome to authentically share your thoughts as you go through the following questions.*

1

What soft drink do you usually drink during your free time?

4

How about the difference between coke and coke zero and diet coke?

2

Are you perhaps familiar with the other cola brands that are available in the market?

5

What brand of soft drink is famous in your own country? What about the local brands?

3

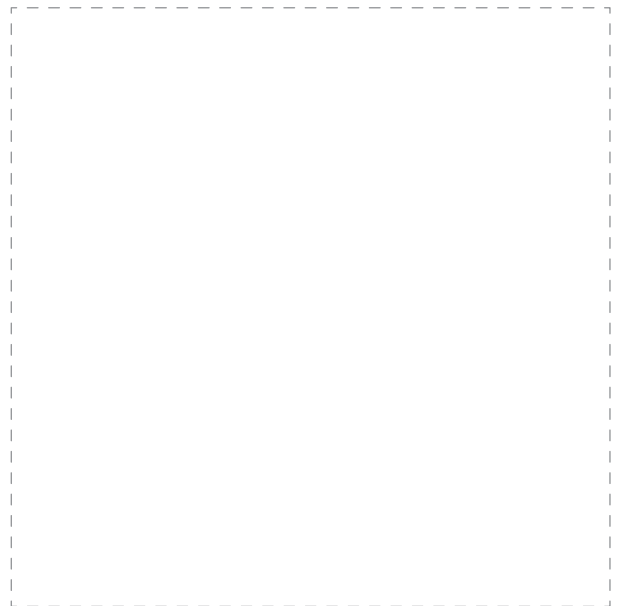
Can you tell the difference between the taste of Coca-Cola and Pepsi?




**23** OCTOBER  
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FOOD FOR THOUGHT

Change offers  
you a steady  
spotlight in the  
world.



The Creative Box; Draw something, write something, do anything to this box – let yourself be free with the box. 

KEY ANSWERS

1H 2J 3I 4A 5G 6E 7B 8C 9D 10F

# Post – Test

Watch and listen to the audio for this material for the second time. Write as much words as you can that you understand from watching it the second time, without using the written article.

1 \_\_\_\_\_

11 \_\_\_\_\_

2 \_\_\_\_\_

12 \_\_\_\_\_

3 \_\_\_\_\_

13 \_\_\_\_\_

4 \_\_\_\_\_

14 \_\_\_\_\_

5 \_\_\_\_\_

15 \_\_\_\_\_

6 \_\_\_\_\_

16 \_\_\_\_\_

7 \_\_\_\_\_

17 \_\_\_\_\_

8 \_\_\_\_\_

18 \_\_\_\_\_

9 \_\_\_\_\_

19 \_\_\_\_\_

10 \_\_\_\_\_

20 \_\_\_\_\_

LESSON SUMMARY

**READING + LISTENING + SPEAKING**

**1HR**

ISSUE 16: COCA-COLA'S JOURNEY  
THAT LED COKE TO BE THE  
WORLD'S OLD FRIEND  
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ASSESSMENT PROFICIENCY INFORMATION

**STUDENT**

**SCORE**

**DATE**



SCAN FOR EDUCARE.

