SUGARY DRINKS & INDUSTRY TACTICS

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http://becuo.com/pepsi-ads-with-celebrities

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TRES POSTES Y UNA PARED.

POWERADE LATINO

http://www.nysportsjournalism.com/powerade-eyes-latino-fans-517/
https://stocklandmartelblog.com/2014/07/10/martin-sigal-maxi-rodriguez/
¡COMPARTE TU PASIÓN! SHARE YOUR PASSION!

3/$10

http://www.pepsisouthwestprintshop.com/collections/soccer
LLEGÓ EL MOMENTO DE MOVÉRTOTE EN LA CANCHA
Don't Wear A Tired Thirsty Face

You look the way you feel. Refresh yourself with an icewell Coca-Cola, and bounce back to normal. An icewell Coca-Cola is more than just a drink. It's a very particular kind of drink—combining those pleasant, wholesome substances which functionally scientists say do must in restoring you to your normal self. Really delicious, it evokes a pause, a pause that will refresh you.

1933 Coca Cola Coke Ad
more muscles than brussels

drink at the first crack of yawn

keep perky when you're feeling murky

http://static.guim.co.uk/sys-images/Media/Pix/pictures/2009/10/6/1254846650089/Coca-Colas-Glaceau-Vitami-001.jpg
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GOOD FOR MOMS. AWESOME FOR KIDS.
http://www.caprisun.com/kidsvspros
SLUSH HEADQUARTERS

http://cdn.firstwefeast.com/assets/2015/04/Sonic-940x500.jpg
http://www.askanews.it/upload/images/03_2015/19/expo-2015-150319143305.jpg
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Coca Cola Instagram
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Sprite

UNCONTAINABLE GAME

SHOW SPRITE YOUR MOST EXPRESSIVE BASKETBALL MOVES,
AND YOU COULD WIN A TRIP TO NBA ALL-STAR 2013
SUGARY DRINKS & INDUSTRY TACTICS

http://media.komonews.com/images/100405_coke_slide.jpg
PEPSI LIGHT DUMBBELL

Problem
The client needed an irrelevant way to show Pepsi Light’s benefits.

Solution
Reinventing the product packing for it to carry a new meaning. The new design imitates dumbbells, making Pepsi useful in a fit way of life.

http://www.dietdoctor.com/pepsis-new-dumbbell-design-major-contradiction