



Coca-Cola Bottling Company Consolidated executives toast world's first cans of Cherry Coke. Dale Westig (l) vice president general manager Sayder Production Center, Charlotte, receives con-

tulations from Ron Barrett (r) senior vice president of North Carolina Soft Drink Operations, Coke Consolidated, on production of first Cherry Coke in the world for regular distribution.

## Cherry Coke Is Sophisticated Beverage With Smooth Taste

Forget dancing jukeboxes and high-kicking cherries - packaging for cherry Coke simply promises what the new product delivers: a contemporary, sophisticated beverage with a light, smooth taste.

Cherry Coke is the first mainstream soft drink brand in a new flavor category - blending all of the full cola taste attributes of Coca-Cola with a surprising splash of cherry flavoring. Projecting this uniqueness with a link to the brand's heritage was the challenge of Coca-Cola USA and the Schechter Group, New York, the package design agency.

In all, more than 50 designs were developed and evaluated before three were selected for a packaging test. The clear winner, which will be rolled out in 12-ounce cans and 2-liter bottles, features the trademarks "Coca-Cola" and "Coke," set in a darker red than the word "cherry," classically communicating the blend of two flavors.

The relationship of the word "cherry," and trademarks "Coke" and "Coca-Cola" highlights the flavor integration, while white outlining of the lettering adds visual depth and an additional cue to consumers of the hint of cherry flavor that gives cherry Coke a unique taste.

Lightness is further underscored by graduated horizontal stripes that suggest good taste and refreshment. Utilizing a color tie-in of the distinctive dynamic ribbon and trade-

mark for Coke, the package also reinforces the product's quality and mainstream positioning.

The result is a bold, uncluttered design with immediate brand recognition, strong shelf impact and appetite appeal.

Consumers quickly will recognize that the packaging style is modern versus nostalgic and traditional. Earlier treatments had explored various elements such as a burgundy background, which was shown to convey a heavy, richly sweet flavor not representative of light, refreshing cherry Coke.

Red backdrops were confusing with other Coca-Cola Company soft drink products, while attractive pink pinstripes wrongly implied positioning of the beverage as a children's fruit drink.

The winning choice works as a logical companion to Coca-Cola, Diet Coke and the caffeine free soft drinks, yet reflects the distinctive brand identity of cherry Coca-Cola.

The packaging is young, yet sophisticated, upbeat and fun, distinctive and confident.

Just like cherry Coke itself.



Little Michelle McCrae doesn't much look like she wants to have her picture taken even though her mama, Shirley McCrae, tries coaxing her to smile. The little lady, who will be four years old on April 28, apparently has a mind of her own. The McCraes live on Tennessee Avenue and were out on South Blvd. shopping. (Photo By Audrey Lodato)

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