

Selected Examples Of Creative Marketing By The Coca Cola Company And Anheuser-Busch InBev

The Coca-Cola Company and Anheuser-Busch InBev are two of the most successful companies in the world, and they have both used creative marketing to achieve their success. In this article, we will take a look at some of the most successful marketing campaigns from these two companies.



Effervescence: Selected examples of creative marketing by the Coca-Cola Company and Anheuser-Busch when brand management was introduced

by Robert Brandon

★★★★★ 5 out of 5

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Coca-Cola

Coca-Cola is one of the most iconic brands in the world, and its marketing campaigns have been consistently creative and effective. One of the most famous Coca-Cola marketing campaigns is the "Share a Coke" campaign,

which was launched in 2011. The campaign featured personalized Coke bottles with people's names on them, and it was a huge success. People loved being able to see their names on a Coke bottle, and they were more likely to buy the product as a result.

Another successful Coca-Cola marketing campaign is the "Happiness Factory" campaign, which was launched in 2013. The campaign featured a series of short films that showed people how Coca-Cola can make them happy. The films were heartwarming and funny, and they helped to create a positive image of the brand.

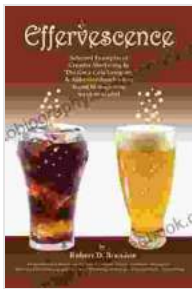
Anheuser-Busch InBev

Anheuser-Busch InBev is the world's largest brewer, and it owns some of the most popular beer brands in the world, including Budweiser, Corona, and Stella Artois. Anheuser-Busch InBev has also been very successful in using creative marketing to promote its products.

One of the most famous Anheuser-Busch InBev marketing campaigns is the "Budweiser Clydesdales" campaign, which was launched in 1933. The campaign features a team of Clydesdale horses that pull a Budweiser beer wagon. The Clydesdales are a beloved part of the American cultural landscape, and they have helped to make Budweiser one of the most popular beer brands in the world.

Another successful Anheuser-Busch InBev marketing campaign is the "Corona Extra" campaign, which was launched in 1981. The campaign features a series of ads that show people enjoying Corona Extra on the beach. The ads are beautiful and aspirational, and they have helped to make Corona Extra one of the most popular beer brands in the world.

The Coca-Cola Company and Anheuser-Busch InBev are two of the most successful companies in the world, and they have both used creative marketing to achieve their success. The marketing campaigns from these two companies are consistently creative and effective, and they have helped to create some of the most iconic brands in the world.



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