

T O D A Y *in*  
**GEORGIA**  
H I S T O R Y

July 10, 1985: New Coke & Coca-Cola Classic  
Learn More

**Suggested Readings**

“Coke Lore: The Real Story of New Coke.” [http://www.thecoca-colacompany.com/heritage/cokelore\\_newcoke.html](http://www.thecoca-colacompany.com/heritage/cokelore_newcoke.html)

Read reactions from real customers to the New Coke: [http://www.thecoca-colacompany.com/heritage/pdf/stories/Heritage\\_CokeStories\\_newcokestories.pdf](http://www.thecoca-colacompany.com/heritage/pdf/stories/Heritage_CokeStories_newcokestories.pdf)

“New Coke, 20 years later, and other marketing fiascoes.” By Michael E. Ross. [http://www.msnbc.msn.com/id/7209828/ns/us\\_news/t/it-seemed-good-idea-time/#.T85OLVLNmJU](http://www.msnbc.msn.com/id/7209828/ns/us_news/t/it-seemed-good-idea-time/#.T85OLVLNmJU)

New Coke Commercial featuring Bill Cosby: <http://www.youtube.com/watch?v=o4YvmN1hvNA>

"New Coke" Coca-Cola Commercial –  
1985: <http://www.youtube.com/watch?v=QkfFdQ1yags&feature=related>

1985 Pepsi commercial- "They changed my  
Coke": [http://www.youtube.com/watch?v=8\\_hvOBnsirl](http://www.youtube.com/watch?v=8_hvOBnsirl)

*Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time* By Matt Haig

TODAY *in*  
**GEORGIA**  
 HISTORY

July 10, 1985 New Coke & Coca-Cola Classic  
 Image Credits



Atlanta Says Hello to New  
 Coca-Cola

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



Coca Cola Classic can design

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



Coca Cola Classic can design

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



Coca Cola Classic can design

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



Coke changes 100-year-old flavor

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



New Coke ad 2

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



New Coke ad 1

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



New Coke Can

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company



Coke Original Formula ad

The Coca-Cola Company

Image courtesy of The Coca-Cola  
 Company

T O D A Y *in*  
**GEORGIA**  
H I S T O R Y

July 10, 1985 New Coke & Coca-Cola Classic  
Image Credits



Red, White & You

The Coca-Cola Company

Image courtesy of The Coca-Cola Company



Red, White & You 2

The Coca-Cola Company

Image courtesy of The Coca-Cola Company



Sweeter Taste to Woo Pepsi Generation , USA Today 4-23-85

The Coca-Cola Company

Image courtesy of The Coca-Cola Company



The Coca-Cola headquarters 2

The Coca-Cola Company

Image courtesy of The Coca-Cola Company



The Un-Real Thing, Atlanta Constitution 4-25-85

The Coca-Cola Company

Image courtesy of The Coca-Cola Company