In a new television advertisement, Coca-Cola is touting its low-calorie beverage options and small product sizes while also encouraging consumers to look at all of the calories they consume – not just the calories in soft drinks.

Health, Nutrition, Obesity, Advertising, Campaign, Advertisement, Television Commercials, Marketing, Coca Cola, Soft Drinks, Soda, Beverages, Sugar, Calories, New York, Mayor, Michael Bloomberg, Consumers, Public Opinion, Public Relations

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CHICAGO MANUAL OF STYLE

Transcript
Coke Launches Anti-Obesity Ad
BRIAN WILLIAMS, anchor:
In the battle against obesity in our country, soft drink makers are right in the middle of it with more and more local governments and nutrition experts taking a cue from the mayor of New York, Michael Bloomberg, who has declared war on sugary drinks over 16 ounces. Now the biggest of the big brands is pushing back in a TV ad campaign you'll soon be seeing. Our report from NBC's Chris Jansing.
SINGERS (from ad): I'd like to teach the world to sing in perfect harmony.
CHRIS JANSING, reporting:
The Company that once wanted to buy the world a Coke, whose commercials turned adorable polar bears into pop culture celebrities, has just launched a very different ad campaign.
WOMAN (from ad): Today, we'd like people to come together on something that concerns all of us, obesity.
JANSING: For the first time ever, a soft drink company is marketing itself as part of the solution.
WOMAN (from ad): The well-being of or families and communities concerns everyone.
JANSING: In a battle over obesity that increasingly targets sugary drinks as a big part of the problem.
PROFESSOR RUSSELL WINER (NYU Stern’s Marketing Department): But I think what they're trying to do is to get in front of this issue, as much as they can.
JANSING: It's clear the pressure is mounting.
MAYOR MICHAEL BLOOMBERG (file): We've taken bold action in New York City because obesity is a national epidemic that's getting worse.
JANSING: New York Mayor Michael Bloomberg spearheaded a ban on soft drinks over 16 ounces. Other cities are considering similar bans. Health experts warn the evidence is mounting.
DR. DAVID LUDWIG (Children’s Hospital, Boston): Sugary beverages can affect body weight quite quickly, perhaps, more so than any other single-food product.
JANSING: The growing criticism seems to be having an impact. Soft drink consumption has been declining steadily since 1998, down 17%.

MICHAEL JACOBSON (Center for Science and Public Interest): Public opinion is really turning against the industry. I don’t think they can use a PR effort to cover up all the harm that their products are doing.

JANSING: Responding in the prime-time ad in company’s statement, Coke argues, it's already offering smaller sizes, putting calorie counts on cans and expanding low and no-calorie alternatives.

WOMAN (from ad): Over 125 years, we’ve been bringing people together.

JANSING: Taking up the fight because it didn’t get to be one of the world’s most iconic brands by sleep walking through the challenges of changing times. Chris Jansing, NBC News, New York.