

# SENIOR THESIS

"Unconscious Branding"



Company: Coca Cola Company

Symbols A:  
 Logo  
 Green chalkboard  
 Lock  
 Equation  
 Cherries  
 Five Coke Bottles

Process A:  
 Branding  
 Freshness  
 Loyalty  
 Solutions  
 Product  
 Family Values



Company: Coca Cola Company

Symbols B:  
 Logo  
 Lipstick  
 Pink  
 Coke Bottle  
 Random Pattern  
 Movement

Process B:  
 Branding  
 Daily Item  
 Sexy  
 Product  
 Repetitive  
 Work/Play Values



Company: Coca Cola Company

Symbols C:  
 Logo  
 Tub  
 Water  
 Pattern  
 Competitor  
 Coke Bottle

Process C:  
 Branding  
 Fresh Start  
 Clean Taste  
 Leads to Product  
 Competitors Colors  
 Distinct Product

