

Heritage Brand Timeline Example using Coca-Cola

1886 – Coca-Cola is Created

- Pharmacist John Stith Pemberton invents Coca-Cola in Atlanta, Georgia. It is first sold at a local pharmacy as a soda fountain drink.

1892 – Coca-Cola Company is Founded

- Businessman Asa Candler buys the formula and begins marketing Coca-Cola, founding The Coca-Cola Company.

1915 – Iconic Bottle is Designed

- The famous curved Coca-Cola glass bottle is designed to stand out from other drinks and becomes a recognizable symbol of the brand.

1928 – Coca-Cola Goes Global

- Coca-Cola becomes available internationally, starting with the Summer Olympics in Amsterdam, expanding its reach to new countries.

1941 – World War II Efforts

- Coca-Cola sets up bottling plants for soldiers around the world, reinforcing its image as an American brand.

1982 – Introduction of Diet Coke

- Coca-Cola launches Diet Coke, the first major brand extension, catering to changing consumer preferences.

2009 – Coca-Cola Embraces Sustainability

- The company introduces a more eco-friendly bottle made from plant materials, focusing on reducing its environmental impact.

2021 – Coca-Cola's Digital Shift

- Coca-Cola adapts to the digital world by expanding its presence on social media and using interactive online campaigns to engage younger audiences.

This timeline shows how Coca-Cola has evolved while keeping its heritage strong, from its early days to being a global brand today.