

Let's Take An Extra Second

Coca-Cola has launched a global campaign titled 'Let's Take An Extra Second' that promotes tolerance, equality and a world without stereotypes and prejudices. The company has taken on the minimalist approach and has removed its name from the can – no consumer name, no brand name.



FP7/DXB, a Dubai-based advertising agency described the stunt as a means of sending a powerful and timeless message that a world without labels is a world without differences. It asked people to post a photo of the can on social media and invited them to comment on it. With or without Coca-Cola labels, you can always tell a coke when you see it. So it's not about what is on the outside. It's what's inside.

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