

July 3, 2010

Mr. Dwayne Chisholm
Director of Marketing
Coca-Cola Canada Ltd.
XXX Steeles Avenue East, #500
Toronto, Ontario
MXX 3XX

Dear Mr. Chisholm:

Hello! My name is Johnny and I am the President, C.E.O., and “Head Idea Guru” of **Ad-It-Up!**
®.

Ad-It-Up! ® is my own home-based advertising agency. A recent start-up, “AIU” currently employs a hugely talented staff of one: me! I am a graduate of The St. Daniel School of Marketing (correspondence) and am insanely creative and determined.

Education + creativity + determination.....add it up, you get: **Ad-It-Up!** ® !

Currently, I am in the process of sourcing out new clients. I have a tremendous idea for an advertising campaign for the Coca-Cola Company.

When are you available to meet me for a “working lunch” so I can lay this brainstorm on you? (Trust me, I think you’ll be amazed).

My contact info is below. Thanks for your time!

Sincerely,

Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

The Coca-Cola Company

12 July 2010

Mr. Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

Dear Mr. Velveteen:

Thank you for your letter of 03 July 2010.

I must inform you that the Coca-Cola Company has long-standing relationships with various professional advertising agencies worldwide. It might be in your best interest to get in touch with one of them, as they would be well-suited at critiquing your idea.

I must also inform you of Coca-Cola's policy regarding unsolicited ideas and suggestions: we do not consider suggestions related to advertising, product development or concepts. Further information on this matter can be found on our website at this location:

<https://secure.thecoca-colacompany.com/ssldocs/contactus/cokesubmit/index.shtml>

Thanks for you interest in Coca-Cola!

Sincerely,

Dwight Chisholm
Director of Marketing
Coca-Cola Canada Ltd.

July 13, 2010

Mr. Dwayne Chisholm
Director of Marketing
Coca-Cola Canada Ltd.
XXX Steeles Avenue East, #500
Toronto, Ontario
MXX 3XX

Dear Mr. Chisholm:

Thank you very much for your quick response. To be quite honest, I had looked thru the website before I wrote to you (that's where I ended up finding your contact info) and I did come across the policy which states you do not accept unsolicited ideas.

However, I strongly felt/feel that this idea is an absolute winner and as I previously stated, *I am determined.*

I had hoped you might find the time to meet with me in person to discuss the idea (and my rates), but I will go ahead and divulge it to you now. (keep in mind that this correspondence serves as a 'paper-trail', should you attempt to appropriate it).

In a nutshell:

Coca-Cola is the #1 soft drink in the world. Its main rival is Pepsi. Coke and Pepsi have been going toe-to-toe for over 100 years. Pepsi gained the most ground in the "cola wars" during the mid 1980's with its "Choice of a New Generation" ad campaign.

THE IDEA: Pepsi was the "Choice of a New Generation" in 1984-89. That is over 20 years ago. What I propose is that Coca-Cola embarks on a new advertising blitz which will point out that Pepsi's "new generation" is now an "Older Generation". They're not young and hip anymore. They're tired old moms and dads. So, if you want to be old and frumpy, choose Pepsi.

BUT! If you want to be young and "with it", choose...

"COKE...The Choice of a NEW Generation!"

And there you have it. It's like taking the enemy's best weapon and turning it against them. Brilliant, if I may say so. Now you know why I am so keen on getting the ball rolling with you.

Again, thanks for your time and I look forward to hearing back from you.

Sincerely,

Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

The Coca-Cola Company

20 July 2010

Mr. Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

Dear Mr. Velveteen:

Re: your letter of 13 July 2010:

I must reiterate that the Coca-Cola Company does not accept nor consider ideas submitted from anyone outside the company.

I will point out, however, that from a legal standpoint, your idea would be considered copyright infringement and therefore unusable by the Coca-Cola Company.

Thanks for your interest in Coca-Cola!

Sincerely,

Dwight Chisholm
Director of Marketing
Coca-Cola Canada Ltd.

July 21, 2010

Mr. Dwayne Chisholm
Director of Marketing
Coca-Cola Canada Ltd.
XXX Steeles Avenue East, #500
Toronto, Ontario
MXX 3XX

Dear Mr. Chisholm:

Thanks for another quick response (even quicker than the first!).

I had considered that using Pepsi's "Choice of a New Generation" slogan may be considered copyright infringement. I wasn't totally positive that this would be the case, but I will take your opinion of such as confirmation.

Undeterred, I have a back-up plan/workaround to the idea. It is this:

"COKE...the Choice of a **NEW** New Generation!"

What do you think?

Sincerely,

Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

The Coca-Cola Company

28 July 2010

Mr. Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

Dear Mr. Velveteen:

Re: your letter of 21 July 2010:

Once again I must defer to Coca-Cola's policy regarding unsolicited submissions.

Additionally, the same copyright issue exists with your revamped idea.

Thanks for you interest in Coca-Cola!

Sincerely,

Dwight Chisholm
Director of Marketing
Coca-Cola Canada Ltd.

August 1, 2010

Mr. Dwayne Chisholm
Director of Marketing
Coca-Cola Canada Ltd.
XXX Steeles Avenue East, #500
Toronto, Ontario
MXX 3XX

Dear Mr. Chisholm:

I understand where you're coming from and I sincerely thank you for the great advice.

Since our last correspondence I have boned up on Copyright Law and believe I have come up with a genius solution:

"COKE...the Choice of a **Noo-Noo** Generation!"

(you could just use "Choice of a Noo Generation", but I don't know...on paper it looks kind of dumb).

When can we do lunch??

Sincerely,

Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

The Coca-Cola Company

10 August 2010

Mr. Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

Dear Mr. Velveteen:

Re: your letter of 1 August 2010:

I appreciate your obvious enthusiasm and thank you for your interest. However at this time I have to ask that you direct any further ideas and comments to our online submission form located at:

<https://secure.thecoca-colacompany.com/ssldocs/contactus/cokesubmit/cokesubmit.shtml?>

Thanks for you interest in Coca-Cola!

Sincerely,

Dwight Chisholm
Director of Marketing
Coca-Cola Canada Ltd.

August 12, 2010

Mr. Dwayne Chisholm
Director of Marketing
Coca-Cola Canada Ltd.
XXX Steeles Avenue East, #500
Toronto, Ontario
MXX 3XX

Dear Mr. Chisholm:

Well, it is apparent that you do not share the same excitement for my idea that me and my mother do.

No matter; it is a poor ad-man who only has one good idea. Needless to say, I have more where that came from! Case in point:

Let's go in the opposite direction. Rather than going with a "hip & savvy" style campaign, perhaps instead we could concentrate on Coca-Cola's storied history and play up the traditionalism and legacy of your great product. We'll remind people of what makes Coke great and why it has stood the test of time.

I was thinking something like this:

"COKE...wet and brown since 1886!"

You still haven't even asked what I charge....

Get back to me!

Sincerely,

Johnny Velveteen
President & C.E.O., Ad-It-Up!
xxx Main St.
Oakville, Ontario
LXX 2XX
905-555-XX55

No further correspondence
