

WHAT'S THE POINT OF OK?

In 1993, The Coca-Cola Company decided they wanted to capture the Generation X market by creating a new product that was unpolished, cynical and anti-corporate. The result of that effort was OK Soda.

OK Soda was the brainchild of marketing executive Sergio Zyman, the marketing man behind Coca-Cola's biggest product flop, New Coke.

Coca-Cola settled on the name OK after their research revealed that "Coke" was the second most recognizable word in the world, the first was "OK." Brian Lanahan, then-manager of special projects for Coke, told Time Magazine that they also went with the name OK because "It doesn't say, 'This is the next great thing.' It's the flip side of overpromising."

Zyman created a non-traditional ad campaign in response to perceptions that Gen X'ers were cynical and disillusioned. Capitalizing on it, OK's slogan was "Things are going to be OK", and they even set-up a hotline 1-800-I-FEEL-OK. It even had its own "OK Manifesto," that included statements like:

- What's the point of OK? Well, what's the point of anything?
- The better you understand something, the more OK it turns out to be.
- OK Soda does not subscribe to any religion, or endorse any political party, or do anything other than feel OK.
- There is no real secret to feeling OK.

Despite its national media campaign, OK Soda was only tested in select markets in an attempt to create a buzz and demand. But, it failed to meet sales expectations and was officially discontinued by Coke in 1995. Today it occasionally pops up on eBay, where empty cans fetch as much as 25 dollars.

While not considered as large a failure as New Coke, OK is still used as an example of corporations trying to, unsuccessfully, capture the always changing youth market.

Find the word(s) from the article that best match the definitions below.

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| 1. Lacking in style | 5. Declare one's public approval or support of |
| 2. An idea or invention considered to be a particular person's creation | 6. A large amount of activity and excitement about something |
| 3. Opposite | 7. Suddenly appears |
| 4. Disappointed in someone or something that one discovers to be less good than one had believed | 8. Bring |



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