

STRONG FAMILY TIES AND TRADITION:
COKE PHILIPPINES TV ADS THROUGH THE YEARS

A Research Paper

Presented to

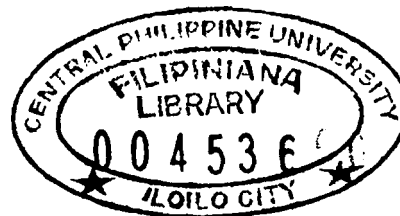
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ABSTRACT

This is an analytical research study designed to recognize the timeline of Coca-Cola Philippines television advertisements. Specifically, the study answered the following objectives: (1) select old and new Coca-Cola Philippines TV advertisements in terms of availability on the internet; (2) identify the themes, values and setting in the old and new Coca-Cola Philippines TV advertisements selected; and (3) analyze the themes, and themes present, and setting of the selected old and new Coca-Cola Philippines TV advertisements. Applying the theory, Diffusion of Innovations, a table was prepared with corresponding years and titles in order to gather data. It was found that majority of Coca-Cola Philippines television advertisements from 1954 – 2017 portrayed the themes youth, romanticism, the Filipino *merienda* culture, *Pinoy* trends, neighborhood, Filipino food culture and motherhood, while displaying most values of friendship, family togetherness, and Christmas spirituality, and often exhibiting typical Filipino community/homes setting under extremely hot or sunny afternoons during *merienda* time.