

Thought of the Day: Coke Gets Serious About Obesity

New ads by Coca-Cola, the world's No. 1 beverage company, will address obesity. The two-minute ads will air during prime time on major networks and will coincide with the company's pledge to provide more diet options at soda fountains across the country. Diana Garza Ciarlante, a Coca-Cola spokesperson, said,

"We have not done a good enough job in telling our story and being consistent in telling our story."

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