

## **VIDEO: Another Controversial Coke Commercial**

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Recently, it seems that each new Coca-Cola video carries a built-in controversy. First, the soda giant's [Super Bowl ad](#) [1] featuring the patriotic anthem "America the Beautiful" was criticized as anti-American. Then, a Diet Coke commercial was interpreted as a [drug innuendo](#) [2]. The most recent Coca-Cola commercial shows impoverished migrant South Asian laborers in the United Arab Emirates calling home to their families from special phonebooth that accepts Coke bottle caps as payment. Some say the commercial exploits the laborers that the company attempts to help for Coke's gain. Perhaps controversy is their new marketing gimmick.

What do you think? Sound off in the comments section below.

Video of Coca-Cola Hello Happiness

**Source URL (retrieved on 01/28/2015 - 7:20pm):**

<http://www.foodmanufacturing.com/videos/2014/05/video-another-controversial-coke-commercial>

### **Links:**

[1] <http://www.foodmanufacturing.com/videos/2014/02/coca-cola-responds-critics-america-beautiful-ad>

[2] <http://www.foodmanufacturing.com/videos/2014/05/video-diet-coke-drops-campaign-seen-drug-innuendo>