**[‘I Want to Buy the World a Coke’ (1971)](https://www.youtube.com/watch?v=1VM2eLhvsSM)**

Creators of audio ads do well to learn about [radio](https://bunnystudio.com/blog/crafting-effective-radio-commercial-scripts/) commercial history and jingles. There are also some notable ads in television which are of interest to any creator or copywriter of audio ads.

One such television ad is the Coca Cola ‘I Want to Buy the World a Coke’ commercial. It was a television ad, to be sure, but it was built around an elaborate song. As such, it serves as a powerful example of building an ad around audio.

**The Ad**

The first version of the ad took place on a hilltop. It featured a group of different nationalities, races, and backgrounds on a hill, holding Coca Cola bottles, singing the song:

“I’d like to buy the world a home
and furnish it with love
grow apple trees and honey bees
and snow white turtle doves
I’d like to each the world to sing
in perfect harmony
I’d like to buy the world a coke
and keep it company
that’s the real thing
I’d like to teach the world to sing
in perfect harmony
I’d like to buy the world a coke
and keep it company
that’s the real thing”

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**The History Behind It**

The idea was originally conceived by Bill Backer, who was an advertising executive at McCann Erickson. He imagined an ad built around the phrase “I’d like to buy the world a Coke”.

Later, he contacted hit songwriters Roger Cook and Roger Greenaway. The idea was to create a jingle, based on a previous jingle by Cook and Greenaway. It was reworked and performed by the pop group The New Seekers and recorded in London.

The ad, incidentally, was featured in the ending of Mad Men, in an unforgettable [scene](https://www.youtube.com/watch?v=GxtZpFl3pPM).

**Analysis**

This is one prime sample amongst persuasive ads. It was built around a pre-recorded song and thus is definitely a pioneer of audio ads today, which are built around pop music.

A strong core is essential for a successful ad. In the case of TV commercials such as this one and of radio commercials/audio ads, such strong core may be built around an audio component. Even though audio ads nowadays have moved away from jingles, this Coca Cola ad could very well work even today.

What do we mean, however, when we talk about a ‘core’ to the story or ad? We have talked about the need to have a great premise and to write copy that may even become a meme. The core of persuasive ads, however, needs: (i) characters (ii) the performance of an action.

In the case of this famous Coca Cola ad, the characters are the people coming to the hilltop and the action is the singing of the song. Sometimes an ad will be well served by having a strong core which also includes a particular conflict to be solved. Such conflict is action that is more acute, takes place between the characters and is related to the premise.