**GRAMMAR: Passive and Active voices**

*Fill out the blanks using the indicated verb. Mind your forms and tenses!*

**Coca-Cola History**

Coca-Cola history \_\_\_\_\_\_began\_\_\_\_\_ (*to begin*) in 1886 when the curiosity of an Atlanta

pharmacist, Dr. John S. Pemberton, \_\_led\_\_\_\_\_\_\_\_\_ (*to lead*) him to create a distinctive

tasting soft drink that could be sold at soda fountains. He created a flavored syrup, took it to

his neighborhood pharmacy, where it\_\_\_was mixed\_\_\_\_\_\_\_\_ (*to mix*) with carbonated water

and deemed “excellent” by those who \_\_\_\_\_\_\_sampled\_\_\_\_ (*to sample*) it. Dr. Pemberton’s

partner and bookkeeper, Frank M. Robinson, \_\_\_was credited\_\_\_\_\_\_\_\_ (*to credit*) with

naming the beverage “Coca-Cola” as well as designing the trademarked, distinct script, still

used today.

Prior to his death in 1888, just two years after creating what was to become the world’s #1-

selling sparkling beverage, Dr. Pemberton \_\_\_\_\_sold\_\_\_\_\_\_ (*to sell*) portions of his business

to various parties, with the majority of the interest sold to Atlanta businessman, Asa G.

Candler. Under Mr. Candler’s leadership, distribution of Coca-Cola \_\_\_\_\_\_\_expanded\_\_\_\_

(*to expand*) to soda fountains beyond Atlanta. In 1894, impressed by the growing demand for

Coca-Cola and the desire to make the beverage portable, Joseph Biedenharn installed bottling

machinery in the rear of his Mississippi soda fountain, becoming the first to put Coca-Cola in

bottles. Large scale bottling \_\_\_\_\_was made\_\_\_\_\_\_ (to make) possible just five years later,

when in 1899, three enterprising businessmen in Chattanooga, Tennessee secured exclusive

rights to bottle and sell Coca-Cola. The three entrepreneurs purchased the bottling rights from

Asa Candler for just $1. Benjamin Thomas, Joseph Whitehead and John Lupton developed

what \_\_\_\_\_would become\_\_\_\_\_\_ (*to become*) the Coca-Cola worldwide bottling system.

Among the biggest challenges for early bottlers, were imitations of the beverage by

competitors coupled with a lack of packaging consistency among the 1,000 bottling plants at

the time. The bottlers agreed that a distinctive beverage needed a standard and distinctive

bottle, and in 1916, the bottlers approved the unique contour bottle. The new Coca-Cola bottle

was so distinctive it could \_\_\_be recognized\_\_\_\_\_\_\_\_ (*to recognize*) in the dark and it

effectively \_\_\_\_set\_\_\_\_\_\_\_ (*to set*) the brand apart from competition. The contoured

Coca-Cola bottle \_\_ was trademarked\_\_\_\_\_\_\_\_\_ (*to trademark*) in 1977. Over the years, the

Coca-Cola bottle has been inspiration for artists across the globe — a sampling of which can

be viewed at the World of Coca-Cola in Atlanta.

The first marketing efforts in Coca-Cola history \_\_\_were executed\_\_\_\_\_\_\_\_ (*to execute*)

through coupons promoting free samples of the beverage. Considered an innovative tactic

back in 1887, couponing \_\_\_\_\_was followed\_\_\_\_\_\_ (*to follow*) by newspaper advertising and

the distribution of promotional items bearing the Coca-Cola script to participating

pharmacies.

Fast forward to the 1970s when Coca-Cola’s advertising \_\_\_\_started\_\_\_\_\_\_\_ (*to start*) to

reflect a brand connected with fun, friends and good times. Many fondly remember the 1971

Hilltop Singers performing “I’d Like to Buy the World a Coke”, or the 1979 “Have a Coke

and a Smile” commercial featuring a young fan giving Pittsburgh Steeler, “Mean Joe Greene”,

a refreshing bottle of Coca-Cola.

**EVOLUTION OF THE COCA-COLA BOTTLE**

The 1980s featured such memorable slogans as “Coke is It!”, “Catch the Wave” and “Can’t

Beat the Feeling”. In 1993, Coca-Cola \_\_experimented\_\_\_\_\_\_\_\_\_ (*to experiment*) with

computer animation, and the popular “Always Coca-Cola” campaign \_\_\_\_\_was

launched\_\_\_\_\_\_ (*to launch*) in a series of ads featuring animated polar bears. Each animated

ad in the “Always Coca-Cola” series took 12 weeks to produce from beginning to end. The

bears were, and still\_\_\_\_\_are\_\_\_\_\_\_ (*to be*), a huge hit with consumers because of their

embodiment of characteristics like innocence, mischief and fun. A favorite feature at the

World of Coca-Cola is the ability to have your photo taken with the beloved 7′ tall Coca-Cola

Polar Bear.

In 2009, the “Open Happiness” campaign \_\_\_\_was unveiled\_\_\_\_\_\_\_ (*to unveil*) globally. The

central message of “Open Happiness” is an invitation to billions around the world to pause,

refresh with a Coca-Cola, and continue to enjoy one of life’s simple pleasures. The “Open

Happiness” message \_\_\_\_was seen\_\_\_\_\_\_\_ (*to see*) in stores, on billboards, in TV spots and

printed advertising along with digital and music components — including a single featuring

Janelle Monae covering the 1980 song, “Are You Getting Enough Happiness?” The happiness

theme \_\_\_\_\_continued\_\_\_\_\_\_ (*to continue*) with “Open the Games. Open Happiness”

featured during the 2010 Winter Olympic Games in Vancouver, followed by a 2010 social

media extension, “Expedition 206” — an initiative whereby three happiness ambassadors

travel to 206 countries in 365 days with one mission: determining what makes people happy.

The inspirational year-long journey \_\_\_\_was recorded\_\_\_\_\_\_\_ (*to record*) and communicated

via blog posts, tweets, videos and pictures.