

## **The Real Thing**

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**THE REAL THING:** If you want to see a brilliant documentary, don't miss CBC's three-part **The Cola Conquest**, tonight through Wednesday night at 9 on Channels 5 and 12.

It's the story of how Coca-Cola, the world's most recognizable brand, conquered the hearts, minds and gullets of billions.

Produced by Abbey Neidik and directed by Irene Angelico, **The Cola Conquest** is as compelling as any thriller as it blows the top off the company's marketing march on the planet.

Tonight's episode, "The Big Sell," shows how Coca-Cola invented modern advertising. It is an eye-opening education in media manipulation.

Tomorrow, "Cola War And Peace" explores how Coke pokes about in politics, both at home and abroad.

Finally, "Coca-Colonization" illustrates the cultural destruction wherever Coke sets up shop. For example, Coke has so far invested half a billion bucks to get the Chinese to give up their centuries-old tea ritual.

**The Cola Conquest** is a kick at a can no U.S. broadcaster would ever even dent. That's because it says more than advertisers want us to know about how we're such suckers for image and marketing.

Watch it, if you dare to learn the truth.