



## Big Rollout in 60 Markets Worldwide by Bill Murphy Jr.

### Description

The latest collaboration between Coca-Cola and Oreo has sparked intrigue and curiosity among consumers worldwide. This innovative partnership has resulted in the creation of limited-time-only products that bring together the iconic flavors of both brands. The Oreo Coca-Cola Sandwich Cookies feature a unique blend of chocolate basecakes infused with the classic taste of Coca-Cola, adorned with Coca-Cola designs and a velvety white creme speckled with red edible glitter. On the other hand, the Coca-Cola Zero Sugar offers a refreshing beverage with hints of Oreo cookie-inspired flavors, promising a delightful experience for fans of both brands.

This joint venture between two global powerhouses has garnered attention for its creativity and boldness. With a rollout spanning 60 markets, the collaboration sets a new standard for cross-industry partnerships. As entrepreneurs and business owners, there are valuable lessons to be learned from this collaboration. By seeking out like-minded partners who share similar values and goals, smaller companies can explore the potential for joint ventures that leverage each other's strengths and expand their reach in the market.

Eugenia Zalis, global head of marketing and brand for OREO, emphasizes the importance of bringing something unexpected to the table while staying true to brand values. Oana Vlad, global vice-president of brand strategy for the Coca-Cola Company, echoes this sentiment, highlighting the power of collaboration in driving innovation and enhancing the overall customer experience. For smaller businesses looking to emulate this success, the key lies in fostering a culture of innovation, consistency, and strategic alignment with their partners.

As the Oreo Coca-Cola products hit shelves worldwide, the anticipation among loyal fans is palpable. The fusion of these beloved flavors is sure to delight taste buds and create a memorable sensory experience. While not every culinary combination may be a hit, this partnership between Coca-Cola and Oreo exemplifies the magic that can happen when two iconic brands come together to create something truly extraordinary.

### Vocabulary List:

1. **Intrigue** /ɪnˈtriːg/ (noun): The arousing of curiosity or interest.
2. **Collaboration** /kəˌlæbəˈreɪʃən/ (noun): The action of working with someone to produce or create something.
3. **Innovative** /ɪnəˌveɪtɪv/ (adjective): Involving new ideas or methods.
4. **Endeavor** /ɪnˈdevər/ (verb): Try hard to achieve something.
5. **Anticipation** /ænˌtɪsɪˈpeɪʃən/ (noun): The feeling of looking forward to something.
6. **Synergy** /ˈsɪnərdʒi/ (noun): The interaction or cooperation of two or more organizations to produce a combined effect greater than the sum of their separate effects.



## Comprehension Questions

### Multiple Choice

1. What are the two main products resulting from the collaboration between Coca-Cola and Oreo?  
Option: Coca-Cola Classic and Double Stuf Oreo  
Option: Oreo Coca-Cola Sandwich Cookies and Coca-Cola Zero Sugar  
Option: Sprite and Oreo Thins  
Option: Fanta and Mega Stuf Oreo
2. How are the Oreo Coca-Cola Sandwich Cookies described in terms of their appearance and taste?  
Option: Vanilla basecakes with a cola-infused creme filling  
Option: Chocolate basecakes with a strawberry-flavored creme filling  
Option: Chocolate basecakes with a Coca-Cola taste and white creme speckled with red edible glitter  
Option: Double chocolate basecakes with blue creme filling
3. According to the content, what lesson can smaller companies learn from the collaboration between Coca-Cola and Oreo?  
Option: To compete directly with larger corporations  
Option: To avoid partnerships with other brands  
Option: To seek like-minded partners to leverage strengths and expand market reach  
Option: To stay isolated and not engage in cross-industry collaborations
4. Which term is used to describe the emotional response of loyal fans to the Oreo Coca-Cola products hitting shelves worldwide?  
Option: Indifference  
Option: Confusion  
Option: Anticipation  
Option: Disappointment
5. What is highlighted as the key for smaller businesses to emulate the success of the Coca-Cola and Oreo collaboration?  
Option: Spontaneous decision-making  
Option: Culture of innovation, consistency, and strategic alignment with partners  
Option: Avoiding collaborations with other brands  
Option: Relying solely on brand recognition



6. How many markets did the collaboration between Coca-Cola and Oreo span according to the content?

- Option: 15 markets
- Option: 30 markets
- Option: 45 markets
- Option: 60 markets

## Answer

**Multiple Choice:** 1. Oreo Coca-Cola Sandwich Cookies and Coca-Cola Zero Sugar 2. Chocolate basecakes with a Coca-Cola taste and white creme speckled with red edible glitter 3. To seek like-minded partners to leverage strengths and expand market reach 4. Anticipation 5. Culture of innovation, consistency, and strategic alignment with partners 6. 60 markets

## Vocabulary quizzes

**Multiple Choice ( Select the Correct answer for each question. )**

1. What is a significant achievement or event called?

- Option: A. Turning point
- Option: B. Obscure
- Option: C. Increment
- Option: D. Subpar

2. What is the act of working together towards a common goal called?

- Option: A. Discord
- Option: B. Unity
- Option: C. Isolation
- Option: D. Alienation

3. What term describes something causing a significant change or improvement?

- Option: A. Static
- Option: B. Mediocre
- Option: C. Transformative
- Option: D. Apathetic

4. Which word means the action of using something effectively?



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- Option: A. Wastefulness  
Option: B. Utilization  
Option: C. Neglect  
Option: D. Depletion
5. What term is used to describe something that is highly praised or recognized?  
Option: A. Ignored  
Option: B. Rejected  
Option: C. Overlooked  
Option: D. Acclaimed
6. What word describes something featuring new ideas or methods?  
Option: A. Traditional  
Option: B. Repetitive  
Option: C. Innovative  
Option: D. Outdated
7. What term refers to a person who starts their own business?  
Option: A. Employee  
Option: B. Entrepreneur  
Option: C. Investor  
Option: D. Manager
8. What is the action of eagerly expecting something called?  
Option: A. Indifference  
Option: B. Anticipation  
Option: C. Disinterest  
Option: D. Boredom
9. Which word means to evoke a positive feeling emotional response or opinion?  
Option: A. Ignore  
Option: B. Resonate  
Option: C. Overpower  
Option: D. Diminish
10. What is the mutual trust and friendship among people working together called?  
Option: A. Animosity  
Option: B. Hostility  
Option: C. Camaraderie  
Option: D. Alienation



**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. A \_\_\_\_\_ provides structure and guidance for a project or system.
12. Attending the meeting was \_\_\_\_\_ for all team members.
13. She put all her effort into the \_\_\_\_\_ to start her own business.
14. In a successful relationship both parties must be willing to \_\_\_\_\_.
15. The urgency of the situation required immediate attention and \_\_\_\_\_.
16. The daily routine became \_\_\_\_\_ and dull after a while.
17. She worked \_\_\_\_\_ to meet the project deadline.
18. Understanding the \_\_\_\_\_ of the language is essential for effective communication.
19. The new software aims at \_\_\_\_\_ the user experience.
20. The team demonstrated great \_\_\_\_\_ in completing the project together.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

|                                                                                        |
|----------------------------------------------------------------------------------------|
| 21. The unexpected decision had far-reaching that affected the entire company.         |
| 22. The swift action taken to a potential crisis saved the company from major losses.  |
| 23. She actively in the workshop to share her expertise with other professionals.      |
| 24. Setting clear goals is crucial to staying focused and working towards a specific . |
| 25. The marketing team analyzed the target to tailor their advertising strategies.     |
| 26. His contagious motivated the team to complete the project ahead of schedule.       |
| 27. The promotion was a great opportunity for him to his career to the next level.     |
| 28. Graduating from college was a significant in her educational journey.              |



29. The success of the project was attributed to the collaborative efforts of the team.

30. Addressing the issue with action prevented further complications.

## Answer

**Multiple Choice:** 1. A. Turning point 2. B. Unity 3. C. Transformative 4. B. Utilization 5. D. Acclaimed  
6. C. Innovative 7. B. Entrepreneur 8. B. Anticipation 9. B. Resonate 10. C. Camaraderie

**Gap-Fill:** 11. Framework 12. Obligatory 13. Endeavor 14. Compromise 15. Immediacy 16. Mundane 17.  
Diligently 18. Nuance 19. Augmenting 20. Synergy

**Matching sentence:** 1. Repercussions 2. Avert 3. Participated 4. Objective 5. Demographic 6. Enthusiasm  
7. Elevate 8. Milestone 9. Collective 10. Immediate

## CATEGORY

1. Business - LEVEL6

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