Coca-Cola Blak was introduced to various international markets including the USA and discontinued in the US market in 2007.  In this case you are to analyze a famous firm's product failure and in doing so demonstrate your understanding of a promotion strategy, what elements in the overall marketing strategy communicate about a product.

Write 3 pages paper, double space in which you respond to the following case question:

**Analyze the failure of Coca-Cola Blak in the U.S. market.  Was the product’s promotions strategy faulty and could it have been improved?**

Ensure that you repeat the case question in full and verbatim on the title page of your submission. Excluding your title and reference pages, your paper three pages long.

Begin your analysis by reading or viewing the following sources:

* Choueke, M. 2005 [Coke plans coffee drinks in a bid to reach adult sector.](http://web.ebscohost.com/ehost/pdf?vid=4&hid=9&sid=c25a9930-010e-4c28-9b80-3185e88973ad@SRCSM1) Marketing Week, 12/15, 28:50. Viewed using Proquest databa se August 18, 2009.
* Hutson, L. 2006 [Coca-Cola Blak's multiple flavors confuse, displease](http://search.ebscohost.com/login.aspx?direct=true&db=nfh&AN=2W62W61086948394&site=ehost-live)  Spokesman-Review, The (Spokane, WA), 06/21. Viewed using Proquest database August 18, 2009.
* Anonymous 2006 [Coca-Cola blâk debuts worldwide in aluminum](http://web.ebscohost.com/ehost/pdf?vid=4&hid=108&sid=c25a9930-010e-4c28-9b80-3185e88973ad@SRCSM1). Preview  Packaging Digest, Jan, 43:1. Viewed using Proquest database August 18, 2009.