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Cover Trail

How the cover gets made

1 "Coke has conceded it has an image problem—namely, its association with obesity."

"We can try making symbols of Coke fat. Maybe the classic glass bottle. There's also polar bears, but we had a big bear on the cover already for some reason. So that leaves us Santa."

2 [To CGI artist] "Hi, could you make a bottle of Coke look fat?"

2 [To illustrator] "Hi, could you make Santa look fat? Yes, I realize he's fat. I guess I mean fatter."



3 [To CGI artist] "This looks great. The flab is looking very realistic. The butt is a nice touch. Could we make it even fatter?"

3 [To illustrator] "Love it. He's pretty big, that's for sure. Looks very helpless, almost sad. Could we make him even fatter?"



4 "What do you think?"

"They both work, but the bottle feels a bit more direct."

"And we're not desecrating a beloved childhood figure. We can save that for the inside."

