

Beverages

"Got milk?" ~ CA Milk Processor Board
"Australian for beer" ~ Fosters
"Tastes great. Less filling" ~ Miller Lite
"Do the Dew" ~ Mountain Dew, 1990s
"Obey your thirst" ~ Sprite
"The uncola" ~ 7-Up
"It gives you wings" ~ Red Bull
"Be a pepper" ~ Dr Pepper
"CocaCola" – (See next page)

Tech / Communications

"Get more" ~ T-Mobile
"Enjoy the show" ~ E! Entertainment
"Must see TV" ~ NBC
"Still the one" ~ ABC
"Can you hear me now?" ~ Verizon
"Connecting people." ~ Nokia
"Make believe" ~ Sony

Personal Care

"Because you're worth it" ~ L'Oréal
"Take me away!" ~ Calgon
"99.44% Pure" ~ Ivory
"It floats!" ~ Ivory
"Look Ma, No cavaties!" ~ Crest

Fashion

"Hello boys" ~ Playtex Wonderbra
"Impossible is nothing." ~ Adidas
"Just do it" ~ Nike
"I am what I am" ~ Reebok

Consumer

"It's that fresh" ~ Febreze
"Kills bugs dead" ~ Raid
"Don't leave home without it" ~ AmExpress
"Innovation" ~ 3M

Electronics/Computers

"Think different" ~ Apple Computer
"Don't be evil" ~ Google
"Intel inside" ~ Intel
"Invent." ~ Hewlett-Packard
"Play more" ~ Xbox 360
"Think" ~ IBM, 1914
"See what we mean?" ~ Canon
"Ideas for life" ~ Panasonic

Breakfast Cereals

"Breakfast of champions" ~ Wheaties
"Kid tested. Mother approved." ~ Kix
"Snap, Crackle, Pop" ~ Rice Krispies
"They're grrreat!" ~ Frosted Flakes

Food/Restaurants

"Eat fresh" ~ Subway
"Have it your way." ~ Burger King
"Jack's back" ~ Jack in the Box
"Finger lickin' good!" ~ KFC
"Pizza! Pizza!" ~ Little Caesars
"Think outside the bun." ~ Taco Bell
"Where's the beef?" ~ Wendy's
"Yo quiero" ~ Taco Bell
"I'm lovin' it" ~ McDonalds
"Taste the rainbow" ~ Skittles
"57 Varieties" ~ Heinz Ketchup
"Jazz it up!" ~ Zattaran's rice products
"M'm! M'm! Good!" ~ Campbell's Soup

Automobiles

"Drivers wanted." ~ Volkswagen
"Bold moves" ~ Ford
"Grab life" ~ Dodge
"Like a rock" ~ Chevrolet Trucks
"The power of dreams" ~ Honda
"Quality is job one" ~ Ford
"Think small" ~ Volkswagen
"Zoom Zoom" ~ Mazda
"Why commute, Adapt" ~ GM
"Grace, Space, Pace" ~ Jaguar
"There is no substitute" ~ Porsche

- 1886 – Drink Coca-Cola
- 1900 – Deliciously refreshing
- 1904 – Coca-Cola satisfies
- 1905 – Good all the way down
- 1906 – The drink of quality
- 1907 – Cooling... refreshing... delicious
- 1908 – The satisfactory beverage
- 1909 – Drink delicious Coca-Cola
- 1910 – It satisfies
- 1912 – Demand the genuine - refuse substitutes
- 1913 – It will satisfy you
- 1914 – Exhilarating, refreshing
- 1915 – The standard beverage
- 1916 – Just one glass will tell you
- 1917 – Three million a day
- 1919 – It satisfies thirst
 - Quality tells the difference
- 1920 – Delicious and refreshing
 - The hit that saves the day
- 1922 – Quenching thirst everywhere
 - Thirst knows no season
 - Thirst can't be denied
- 1923 – Refresh yourself
- 1924 – Pause and refresh yourself
- 1925 – Six million a day
 - The sociable drink
- 1926 – Stop at the red sign
- 1927 – At the little red sign
- 1928 – A pure drink of natural flavors
- 1929 – The pause that refreshes
- 1930 – Meet me at the soda fountain
- 1932 – Ice-cold sunshine
- 1933 – Don't wear a tired, thirsty face
- 1934 – Carry a smile back to work
- 1937 – America's favorite moment
- 1938 – At the red cooler
 - Pure sunlight
- 1939 – Coca-Cola goes along
 - Thirst stops here
- 1941 – Completely refreshing
- 1942 – Refreshment that can't be duplicated
- 1943 – It's the real thing
- 1944 – How about a Coke
 - High sign of friendship
 - A moment on the sunny side
- 1945 – Passport to refreshment
 - Coke means Coca-Cola
- 1947 – Coke knows no season
- 1948 – Delicious and refreshing
- 1949 – Along the highway to anywhere
- 1950 – Help yourself to refreshment
- 1952 – What you want is Coke
 - The gift of thirst
- 1953 – Dependable as sunrise
- 1954 – For people on the go
 - Matchless flavor
- 1955 – America's preferred taste
- 1956 – Feel the difference
- 1957 – Sign of good taste
- 1959 – Make it a real meal
- 1960 – Relax with Coke
 - Revive with Coke
- 1961 – Refreshing new feeling
- 1962 – Refreshes you best
- 1963 – Things go better with Coke
- 1964 – You'll go better refreshed
- 1965 – Something more than a soft drink
- 1966 – Coke...after Coke...after Coke
- 1970 – It's the real thing
- 1971 – I'd like to buy the world a Coke
- 1975 – Look up America
- 1976 – Coke adds life
- 1979 – Have a Coke and a Smile
- 1982 – Coke is it!
- 1985 – We've got a Taste for You
 - America's Real Choice
- 1986 – Catch the wave (Coca-Cola)
- 1989 – Can't Beat the Feeling
- 1990 – Can't Beat the Real Thing
- 1993 – Taste it all
- 1994 – Play Red Hot Summer
- 1995 – Play Red Hot Summer Again
- 1996 – Enjoy
- 2001 – Life Tastes Good
- 2005 – Make it Real
- 2006 – The Coke Side of Life
- 2006 – The Coke Side of Life
- 2007 – Live on the Coke Side of Life
- 2008 – Love it light
- 2009 – Open Happiness
- 2010 – Twist The Cap To Refreshment
 - Live Positively
- 2011 – Life Begins Here
- 2016 – Taste the Feeling