

# The Darkness Behind the Red Happiness

## The Rationale

Red represents passion, happiness, and love, as is shown in the most worldwide famous C beverage brand. However, red also means danger, aggressiveness, and violence, as was revealed in one of its manufacturers in Colombia. This case aroused our interest in the real taste of this soft drink. Is it sweet drink or sweat drink? Does it lose its balance of sweet, bitter, and sour, with an astringent quality of conflict of interest?

## The Progress

### Data Collection

- Pause for thoughts
  1. Research website: Spectrezine
  2. Journals news: The Guardian



### Problems and Solutions

- a broad range of conflicts  
→ difficulties for selection
- ✓ the focus on National Union of Food Workers— Sinaltrainal
- lack of reports about this case from this corporate's perspective  
→ adopted the data from the perspective of Sinaltrainal
- ✓ assumed the integrity of the reports from Sinaltrainal

## The Findings

### Violation of Human Rights:

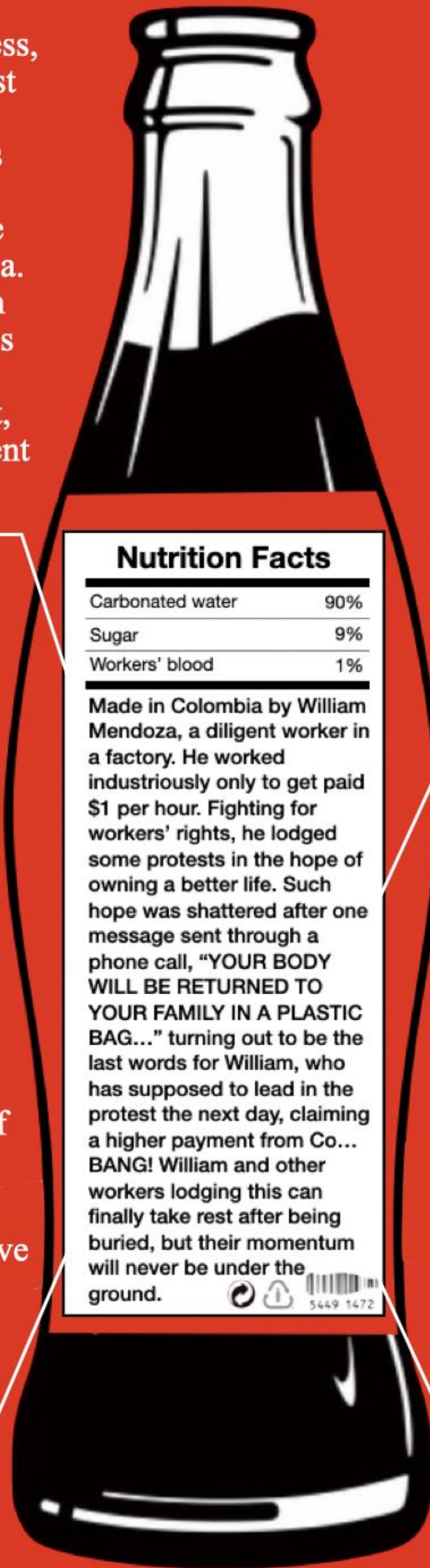
- Right to live  
→ murder
- Right of association  
→ threat to Sinaltrainal
- Right for fair wage  
→ minimum wage in Colombia \$2.5 per hour/  
C's wage \$1 per hour

### Money talks:

- C company's massive influence
- the court backed up C company

## The Reflection

Huge companies can commit severe misdeeds, wielding their power to influence justice. When these misdeeds are against workers, they have no choice but to compromise and surrender in order to survive. They can't counterattack, and worker's human rights demand tighter protection. This protection can be offered by you and me. To quench the thirst or to drain the blood of the workers. It's all about your decision.



### Nutrition Facts

Carbonated water	90%
Sugar	9%
Workers' blood	1%

Made in Colombia by William Mendoza, a diligent worker in a factory. He worked industriously only to get paid \$1 per hour. Fighting for workers' rights, he lodged some protests in the hope of owning a better life. Such hope was shattered after one message sent through a phone call, "YOUR BODY WILL BE RETURNED TO YOUR FAMILY IN A PLASTIC BAG..." turning out to be the last words for William, who has supposed to lead in the protest the next day, claiming a higher payment from Co... BANG! William and other workers lodging this can finally take rest after being buried, but their momentum will never be under the ground.



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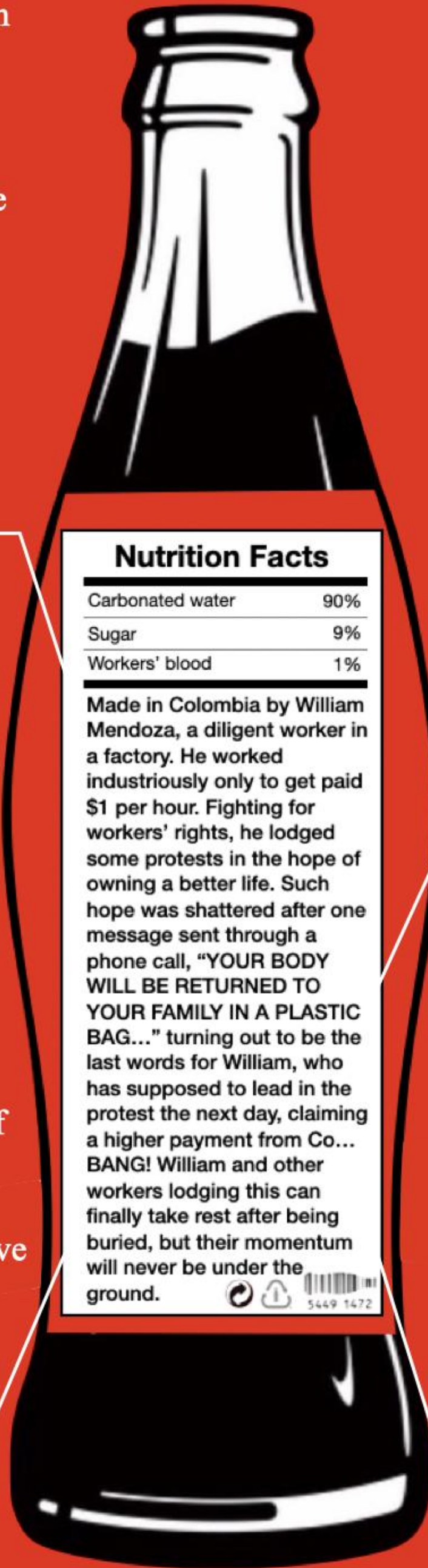
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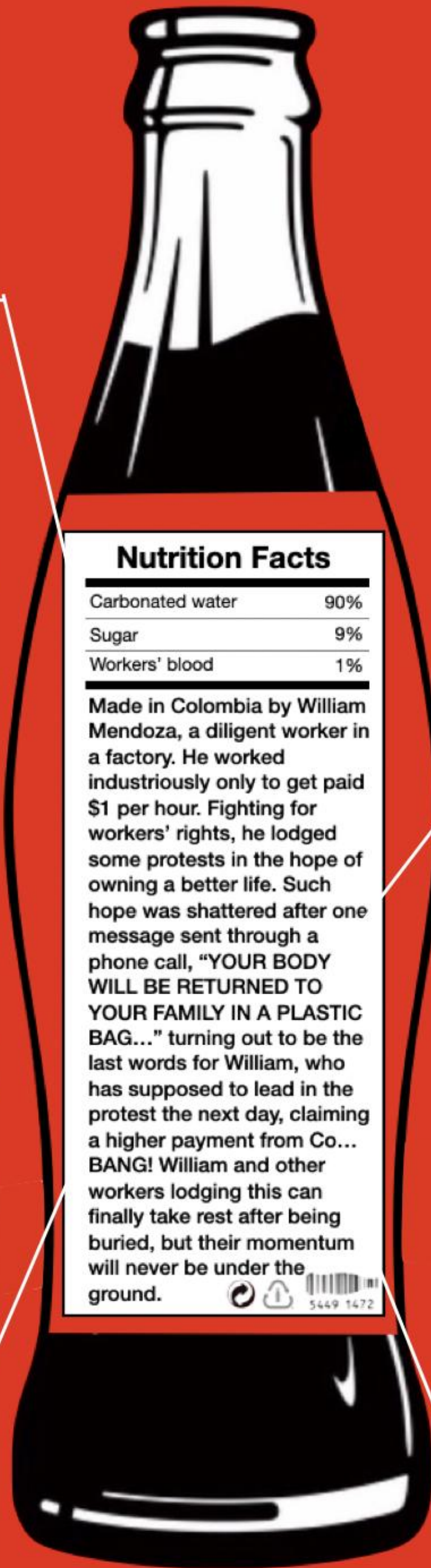
The two most useful websites:

- Research website: Spectrezine
- Journals news: The Guardian



Problems and Solutions:

- a broad range of conflicts  
→ difficulties for selection
- ✓ focus on National Union of Food Workers—Sinaltrainal
- lack of Coca-Colo's reports  
→ data under Sinaltrainal perspective
- ✓ assume their integrity



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- **Data Collection**

- **Pause for thoughts**

- 1. Research website: Spectrezine QRCode:

- <http://www.spectrezine.org/resist/Coke.html>

- 2. Journals news: The Guardian QRCode:

- <https://amp.theguardian.com/media/2003/jul/24/marketingandpr.colombia>

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## **The Findings**

1. Violation of Human Rights:
  - a. Right to live --- murder
  - b. Right of association --- threat to Sinaltrainal
  - c. Right of fair wage --- minimum wage in Colombia \$2.5 per hour / Coca- Cola's wage \$1 per hour
2. Money talks
  - a. C company's massive influence
  - b. the court backed up C company

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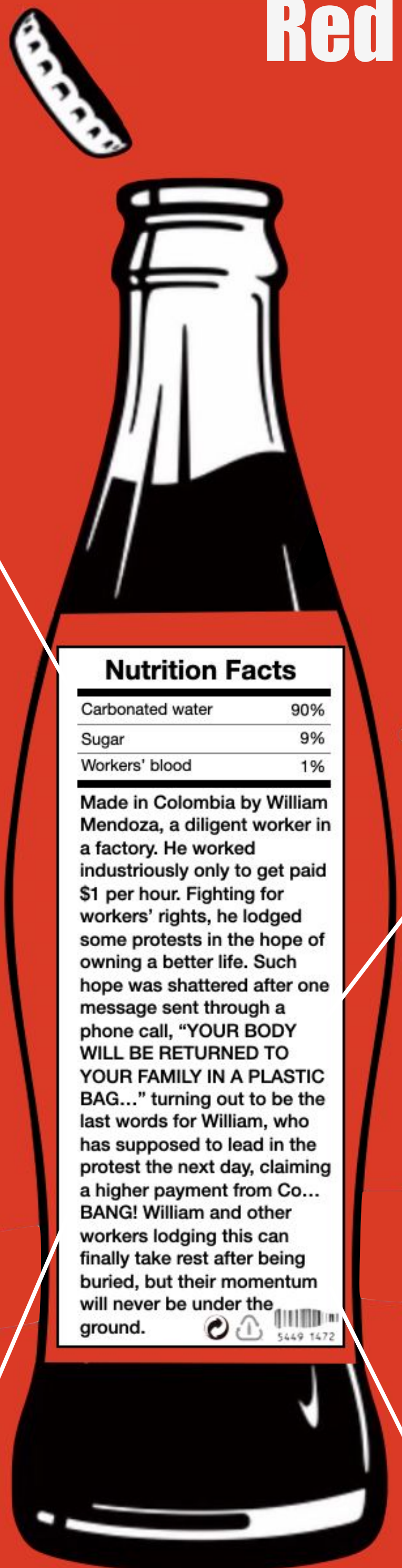
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


The Rational

The Findings

The Progress

The Reflection



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Carbonated water	90%
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## The Reflection

- Profitable companies doesn't always get along with good deeds
- Human rights need to be more protected.
- Sometimes justice has favorable treatments.

## The Finding Stages

- lacking of right of association

## The Rational

- the most world-wide brands being
- everything from perfecting the
- Find out the reality behind

## The Progress

### Problems & Solutions

- a broad range of difficulties for selection
- ✓ Focus on Sinaltrainal
- Scarcity of coca-cola's point of view for assume the integrity of Sinaltrainal
- ✓

### Data Collecting

- Research website: Spectra
- Journals news : The Guardian



- Profitable companies doesn't always get along with good deeds.
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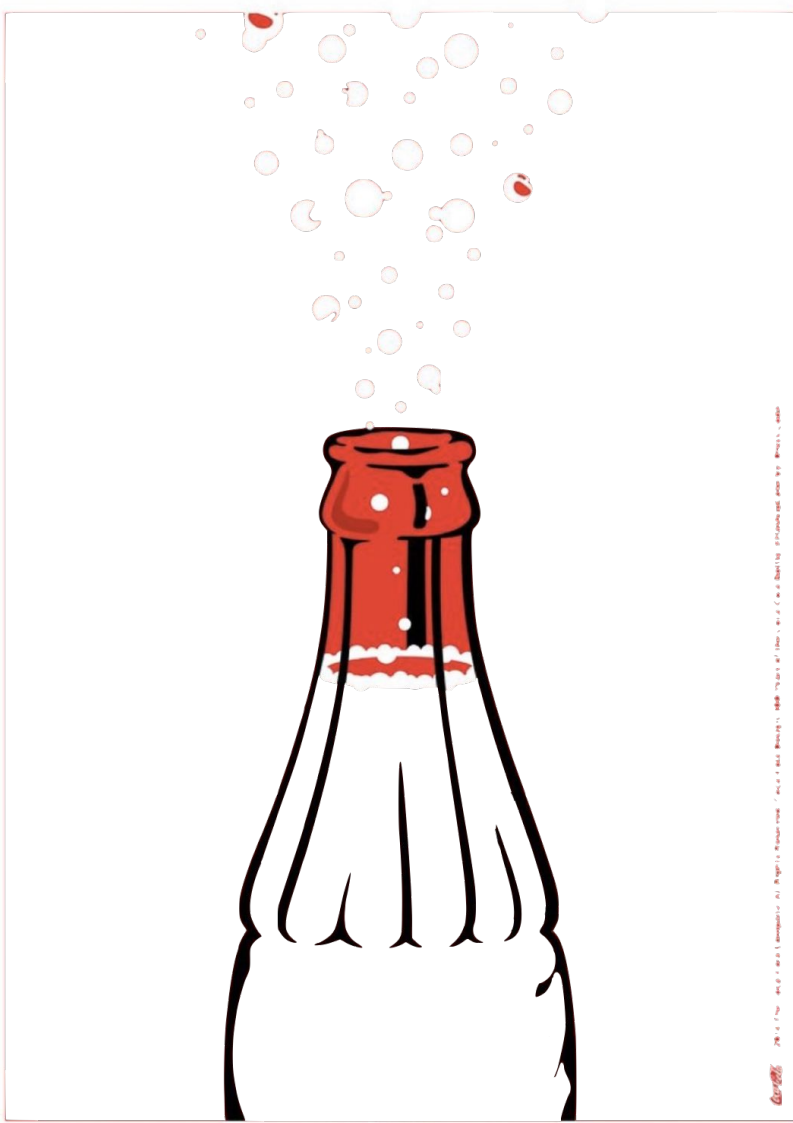


- **Rationale**

- the most world-wide famous beverage brand
- Everything from them seems to be perfect
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- **Progress behind**

- data collecting- Relevant sources
  - Journals news: [theguardian](https://amp.theguardian.com/media/2003/jul/24/marketingandpr.colombia)  
QRCode: <https://amp.theguardian.com/media/2003/jul/24/marketingandpr.colombia>
  - research  
website: QRCode: [spectrezine](http://www.spectrezine.org/resist/Coke.html)  
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- problems and solutions
  - A broad range of conflicts → difficulties for selection
    - focus on sinairtrainal (workers Union)
  - Scarcity of coca-cola's point of view → Difficulty for objectivity
    - Assume the integrity of Sinairtrainal



- **Findings**

- Violation of Human Rights
  - Right to live ----- murder
  - right of association --- threat to Sinaltrainal
  - right of fair wage----- Colombia minimum wage \$2.5/hour; Coca- cola's wage \$1/hour
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# Coca-Cola

12 fl oz can



GO



nutrition

ingredients

varieties

VERY LOW SODIUM 35mg OR LESS PER  
240 mL (8 fl oz)

## Nutrition Facts

Serving Size 1 can

Servings Per Container 1

Amount Per Serving

Calories 140

% Daily Value\*

Total Fat 0g 0%

Sodium 45mg 2%

Total Carbohydrate 39g 13%

Sugars 39g

Protein 0g

Not a significant source of fat  
calories, saturated fat, trans fat,  
cholesterol, fiber, vitamin A, vitamin C,  
calcium and iron.

\*Percent Daily Values are based on a  
2,000 calorie diet

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data collecting / the two most useful websites

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problems and solutions

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focus on sinaltrainal (National Union of Food Workers)

Scarcity of coca-colo's point of view→ Difficulty for objectivity

Assume the integrity of Sinaltrainal

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