

## **Nationwide Vehicle Wraps Manufacturer Responds to an Article on Coca-Cola's #ReasonsToBelieve Campaign**

*Nationwide vehicle wraps manufacturer JMR Graphics comments on an article that discusses Coca-Cola's new #ReasonsToBelieve campaign.*

Central Islip, NY ([PRWEB](#)) January 04, 2014 -- JMR Graphics, a nationwide vehicle wraps manufacturer, responds to an article published by The Drum discussing Coca-Cola's new #ReasonsToBelieve campaign.

In an [article published by The Drum](#) on December 27th titled "Coca-Cola launches #ReasonsToBelieve campaign with new ad," Coca-Cola's new worldwide campaign is discussed. The campaign #ReasonsToBelieve asks Coca-Cola's customers to "believe in a better world." The newest ad is a 60-second TV ad that juxtaposes negative things happening in the world with positive things, prompting the viewer to believe in the good despite the bad. The campaign also encourages Coca-Cola's fans to engage in acts of kindness and to share them on various social media platforms with the hashtag #ReasonsToBelieve. The #ReasonsToBelieve ads range from out of home, digital, cinema, and TV advertising.

Brid Drohan-Stewart, the marketing activation director for Coca-Cola Great Britain and Ireland, says in the article, "This campaign takes us back to the heartland of what our brand has always stood for—talking to people on an emotional level about topics that are relevant to them and spreading happiness and optimism." Drohan-Stewart says the campaign is successfully running in seventy countries and utilizes a lot of local research.

TJ Panell, a representative of JMR Graphics, a nationwide [vehicle wraps](#) manufacturer, says, "Coca-Cola made a smart decision in making their campaign social media friendly with a hashtag. Combining out of home advertisements and TV advertisements with the more modern trend of the hashtag allows for maximum exposure and engagement, especially with the younger population."

JMR Graphics is an award winning Nationwide 3M Certified Manufacturer of Graphics for over a quarter of a century. We specialize in branding companies through Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage and much more. We offer a variety of 3M Graphics Films, which are specially designed for most surfaces that require a changeable, short and long-term application. Our exceptional "Turn Key Service" is backed with a 3M MCS Warranty to give you peace of mind when you need optimum performance for the intended life of your graphics. With our state-of-the-art, cutting-edge facility we inspire our clients by providing creative design, custom-printed graphics and handle a network of nationwide installers. JMR Graphics provides expert capabilities and capacities needed to meet any graphic challenge.



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