

## The Real Thing: 7x Plus More

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*47 ATENEO L.J. 915 (2003)*

*SUBJECT(S): TRADE SECRETS*

*KEYWORD(S): COCA-COLA, TRADE SECRETS, PROTECTION*

This Note outlines four activities essential to the trade secret of the Coca-Cola Company and is the core of the company's success: strong legal protection, aggressive brand investment, unwritten policy of focus and growth, and leadership. However, the Author was not limited to such activity-based discussion as she also discusses other factors which contributed to the company's success and includes an analysis of its success in light of other schools of thought.

Trade secrets may be seen as a form of protection over a company's intangible assets, as a strategic decision in context of the organization and industry in which the company participates, and as a competitive advantage through strategic benefits: attracting customers while staving off competition. In particular, Merchandise 7x, Coca-Cola's trade secret, is denoted as the key to its dominance of the industry and other factors which complement the keeping of this trade secret, such as the brand's strategic positioning in the market, the trade secret's fit with the rest of the company, and the abovementioned four activities.

Although keeping its trade secret is vital to Coca-Cola's success, the Author posits that Coca-Cola draws and maintains its competitive advantage by being a shaper of and adapter to the industry, by taking an offensive and defensive stance with regard to its company's growth, and by an intertwined network of activities which sustain its brand.