

Happiness Unleashed

The gospel according to Coca Cola

My friends, searching for happiness?? All you have do is buy a can of Coke and listen closely as you open it!! So it says on the can and therefore must be true:

‘Listen closely and hear the happiness being unleashed when you open this can’

Just one example of brazen, deceptive advertising which claims that the purchase and use of a product will make your life happier, better, more fulfilled. It is advertising at its best, or worst, depending how you look at it.

Much advertising focuses (and preys) on people’s need and desire to feel better, look better, be happy, be important, be healthy, be accepted, be fulfilled, etc. Frequently added is the message that we ‘deserve’ that particular product for various reasons. Billions of dollars each year is spent on convincing us of false solutions to our human needs and desires.

This advertising hype stands in stark contrast to the message of Jesus. I believe it is the latter, and *not* the former, which is the true source of our worth, our well-being, our happiness, our fulfillment. Do we deserve what Jesus offers? No, but he offers it to us anyway - as a gift. Not sure? Try the Jesus product and discover for yourself!

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