

Coca-Cola South Africa Sponsors SA's Favourite Soccer Show

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Coca-Cola South Africa kicked off a three-year sponsorship of Soccer Zone with a massive launch at the South African Broadcasting Services (SABC) studios on Monday. This popular soccer magazine show is screened on SABC 1 between 9pm to 10pm on Monday nights.

This partnership has increased Coca-Cola South Africa's soccer assets, thereby meeting the broader brand strategy, which is to access soccer at all levels of the game. Current assets range from grass-roots development through Coca-Cola Football Stars to being a product supplier to the South African Football Association (SAFA), the Premier Soccer League (PSL) and some PSL clubs.

The first show aired on Monday June 2, entertaining viewers with a new format and three fresh, brand new Coca-Cola Soccer Zone sets. Renowned local television celebrity and soccer enthusiast, Walter Mokoena, presents different themes from each of these three Coca-Cola branded sets throughout the show.

Mokoena's first guests were Ilan Sobel, Marketing and Commercial Leadership Director of Coca-Cola, Sizwe Nzimande, Head of SABC Sport and Lucas Radebe, former Bafana Bafana and Leeds United captain.

"Coca-Cola can be seen as one of the largest, if not the largest, global sponsors of football," said Ilan Sobel, Coca-Cola South Africa's Marketing and Commercial Leadership Director. "We are a FIFA partner, which gives Coca-Cola access to core sponsorship rights to all FIFA competitions, including the flagship FIFA World Cup. Brand involvement opportunities stretch even wider, to include the UEFA Champions League."

Sobel said Coca-Cola Soccer Zone will increase Coca-Cola South Africa's reach and association with domestic football, something which the company aims to increase further as the 2010 FIFA World Cup moves closer.

To entice fans to keep watching, the show started with a phone-in competition, where a soccer fan won himself a Coca-Cola fridge with three months' supply of products. Coca-Cola will further be linking the 1.25 litre bottle to Coca-Cola Soccer Zone and each week, commencing in August, fans can expect to win prizes including electronic equipment, cash, Coca-Cola product, tickets to games and even dinners with football stars. Prizes will be changed on a regular basis to suit what is happening in soccer at the time.

"Our production team has been working on a few concepts which we will start introducing over the next few months," said Nzimande. "However, the audience ratings are extremely high and we will not be re-inventing the wheel and changing a winning formula, so fans can rest assured that they will still get to see the weekly goals and thrills."



From right to left: Walter Mokoena with his first guests, Ilan Sobel, Marketing and Commercial Leadership Director of Coca-Cola, and Lucas Radebe, former Bafana Bafana and Leeds United captain on one of the three brand new Coca-Cola Soccer Zone sets, the Phashasha Seats.

