



## **COCA-COLA LAUNCHES ITS GLOBAL VISUAL IDENTITY FOR THE 2010 FIFA WORLD CUP™ IN SOUTH AFRICA**

The Coca-Cola Company yesterday (Tuesday, November 18) unveiled the logo and visual elements that will be used globally to leverage Coca-Cola's partnership with FIFA for the 2010 FIFA World Cup™ (FWC) in South Africa.

The glittering unveiling, by Coca-Cola South Africa at a press conference in Sandton, Johannesburg, was attended by many local and international journalists, FIFA representatives and members of the 2010 FWC Local Organising Committee (LOC), including LOC CEO Danny Jordaan. It was characterized by glitz, glamour, sounds, visuals and colour.

Also present were former Leeds United FC (England) and South African national football team captain Lucas Radebe, who is Coca-Cola's primary football ambassador. The much-loved Zakumi, the official mascot of the 2010 FWC, also made a guest appearance, waving and dancing to the rhythm and the beat of music that excited the guests.

"The inspiration behind the new visual identity for Coca-Cola is the rhythm of the game, the passion of the fans and the vibrant manner in which they celebrate football," said Mr. Zayd Abrahams, Coca-Cola™ Strategic Marketing Manager.

The primary logo places the iconic outline of a contour Coca-Cola bottle in the heart of a dynamic mix of footballs, stars, a hand raised in a victory celebration and even a *vuvuzela* (a horn often used at football matches in South Africa). The elements all come together in the shape of the African continent, with Coca-Cola represented in a central role.

“We wanted to visually communicate the spirit that the people of the entire continent have for hosting the 2010 FIFA World Cup™,” said Mr. Todd Brooks, Group Design Director, The Coca-Cola Company.

“As an inspiration for the look of this system, we travelled throughout Africa with our agency partners to get a feel for how the sport is celebrated in different countries. We found that dance, music, rhythm and movement were all important to that celebration. We have captured that passion and Coca-Cola will now share that uplifting spirit with the world through a variety of advertising applications,” Brooks said.

In his uplifting remarks, Jordaan said that it was a well-known fact that the quality and taste of Coca-Cola™ was the same around the world. His wish, he said, was that the South African national football team, known as Bafana Bafana, could be as consistent a performer on the field as the constant quality and the taste of Coca-Cola.



*The new FIFA 2010 Soccer World Cup Logo that was unveiled at a glittering press conference by Coca-Cola South Africa in Sandton, Johannesburg.*



*Dancers entertained the honoured guests at the launch of the new FIFA 2010 Soccer World Cup Logo in Sandton, Johannesburg.*

**-Ends-**

---

Visit us at [www.coca-cola.co.za](http://www.coca-cola.co.za)

**Media Enquiries:**

Sammy Mohlaoli  
Senior Communications Manager  
Coca-Cola South Africa  
Tel: 011 644 0528  
079 525 6934

**The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's valuable brand, the company markets four of the world's five nonalcoholic sparkling brands, including Diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light beverages, waters, juices and juice drinks, teas,

coffees, energy and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings each day. For more information about The Coca-Cola Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

---