



21 September 2009

## **COCA-COLA OPENS HAPPINESS BY TAKING THE AUTHENTIC ONE-OF-A-KIND FIFA WORLD CUP TROPHY™ TO 86 COUNTRIES**

*In a world first, Coca-Cola and FIFA unveiled programs at an event attended by Coca-Cola Chairman and CEO Kent and FIFA President Blatter to mark the Launch of the FIFA World Cup™ Trophy Tour by Coca-Cola.*

**Johannesburg, September 21, 2009** – The Coca-Cola Company unveiled elements of a global integrated marketing campaign inspired by the joyous dance celebrations familiar to Africa in anticipation of the 2010 FIFA World Cup™.

The Coca-Cola Company and Fédération Internationale de Football Association (FIFA) will take the world football's greatest prize, the real solid-gold trophy to 86 countries during a 225-day tour, allowing thousands of fans to enjoy a rare close-up view of the authentic FIFA World Cup™ trophy, including every nation in Africa. "The worldwide passion for the sport of football is unrivalled and gives our business the best platform to connect with fans everywhere Coca-Cola does business," said Muhtar Kent, Chairman and Chief Executive Officer of The Coca-Cola Company, Globally.

The Coca-Cola Company has had a formal association with FIFA since 1974 which was the start of an official sponsorship of FIFA World Cup™ that began in 1978.

The ceremonial start of the tour kicked-off with was FIFA President Sepp Blatter and Coca-Cola Chairman and CEO Muhtar Kent taking the first steps with the Trophy on its 134,017 kilometer (83,274 mile) journey. The FIFA World Cup™ Trophy will later be flown later in the week from Zurich to its first stop in Cairo, Egypt on September 24.

“The global reach and marketing expertise of our partner Coca-Cola is an enormous benefit in strengthening the game and helps us to reach more people across the globe as evidenced by the great success of our partnership for the 2006 FIFA World Cup™ Trophy Tour,” said Joseph S. Blatter, president of FIFA. “This campaign captures both the unique spirit of the continent of Africa and the celebrations that football inspires,” Blatter went on to explain.

The largest global integrated marketing campaign in the history of the Coca-Cola Company, will be rolled out over 206 markets over the next few months. This was showcased during the event at the FIFA headquarters in Zurich today. The campaign invites people to express their optimism and passion for football through active dance celebrations as excitement builds up for the greatest single-sport spectacle on the planet. The Coca-Cola FIFA World Cup™ 2010 campaign is the next chapter of celebrating the Open Happiness Campaign launched earlier this year.

Apart from the excitement around the Trophy Tour, Coca-Cola has also created three stunning commercials to celebrate this campaign. The first of the three - titled ‘Roger Milla’ - tells the story of how Roger Milla, the first African to ever score in a FIFA World Cup, inspired footballers to celebrate goals in a uniquely African manner.

Somalian-born, hip-hop sensation, K’Naan, has specially recorded an uplifting African-inspired track, a remix of ‘Wavin Flag’, as the anthem of Coca-Cola’s 2010 FIFA World Cup™ program. The track will be used as the music element throughout the entire campaign including the soundtrack on all TV commercials. In line with celebrating Africa’s unique rhythm, Coca-Cola will also be introducing elements such as ‘The Coca-Cola Best Player Celebration Award’, which will recognise the 2010 FIFA World Cup™ Best Goal Celebration.

“Football, especially during the 2010 FIFA World Cup™, can motivate people to ‘let go’ a bit and express their passion in a spontaneous, physical way by cheering, jumping for joy or even dancing,” said says Zayd Abrahams, Coca-Cola South Africa’s Head of Marketing Sparkling Category “ Our inspiration for the entire campaign and programs will give fans an outlet for their celebrations through our music, interactive programs, a global tour of the FIFA World Cup™ Trophy Tour, voting for the best celebration by a player during the FIFA World Cup and more. We are proud that the campaign represents the uniqueness of Africa.”

On December 2, 2009, the Trophy will arrive in Cape Town, South Africa in time for the FIFA World Cup draw. After it has completed its tour of Africa, the Authentic Trophy will then be taken to 31 countries across the globe.

**Ends**

## **About The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Coca-Cola Lite, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Chaywa Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com) and [www.coke.co.za](http://www.coke.co.za)

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