

Coca-Cola South Africa
news
release

Coca-Cola launches global 2010 FIFA World Cup™ advertising campaign

One of the major sponsors of the 2010 FIFA World Cup™ has launched its biggest-ever global advertising campaign in support of the football spectacular.

“History of Celebration”, one of a series of Coca-Cola commercials for 2010 has just hit television and cinema screens in South Africa. It features football legend Roger Milla and the music of Somalian hip-hop artist K’Naan, described by the Economist magazine as “the latest African voice to resonate across the world”.

The 60” commercial will be followed by a series of different Coca-Cola advertisements in the run-up to and during the 2010 FIFA World Cup™. They will support Coca-Cola’s long standing partnership with FIFA – including the South African leg of the 2010 FIFA World Cup™ Trophy tour which will run over 32 days during May and June, just before the start of the games; and the official fan parks during the tournament.

“The ‘History of Celebration’ commercial captures the emotion and joy of the 2010 FIFA World Cup™, and marks a great moment in football history where an African legend made history and taught the world how to celebrate -- allying it with Coca-Cola’s “open happiness” brand platform,” says Mr Zayd Abrahams, Head of Sparkling category for Coca-Cola South Africa.

The commercial focuses on one of football’s most memorable moments -- when 1990 FIFA World Cup hero, Roger Milla, scored a FIFA World-Cup goal and then, in a display of unbridled joy, danced his now legendary “corner dance” in front of a Coca-Cola perimeter board. His celebration became an icon for players and fans the world over, and Roger Milla became a Coca-Cola global football ambassador.

The soundtrack featuring K’Naan, is lauded by the Economist magazine which suggests that the ‘*Wavin’ Flag – Coca-Cola Celebration Mix*’, may even outsell Luciano Pavarotti’s rendition of “Nessun Dorma”, the cup’s theme tune when it was held in Italy in 1990.

The track will be used as the music throughout the entire Coca-Cola campaign, and is already climbing up charts across the world.

The “History of Celebration” TV commercial features a compilation of international teams and players showing off their celebratory moves, like Brazilian striker, Beбето’s “Baby Rocker”, and Cameroonian legendary striker, Roger Milla’s, “Makossa”. The commercial to be aired globally and in South Africa will be one of three used to add to the excitement of “opening football happiness.”

The ‘Celebration’ theme of the Coca-Cola 2010 FIFA World Cup™ commercials will be supported via digital and mobile programs – and is pulled into activation by a Coca-Cola- sponsored “corner celebration”.

“This is a unique global campaign which we started in South Africa in 2008,” says Zayd Abrahams. “Not only is the ad being flighted in every corner of the world, but it is the platform for all of our celebration activations that we will bring to the market for the 2010 FIFA World Cup

“This is not just another television commercial. It is a call to action for the world to celebrate Africa’s coming of age,” he added.

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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 and www.coke.co.za