



Celebrations all around – Coca-Cola documents football fever

Bafana Bafana Captain Aaron Mokoena knows how to let rip when it is time to celebrate.

Mokoena did his own version of a corner celebration dance for a series of two-minute television inserts that launched on the night of the opening match of the FIFA World Cup™ after match time during Coca-Cola's "Happiness Television" slot.

He joins other soccer luminaries Steven Pienaar and Lucas Radebe, all of whom threw their inhibitions to the wind and did joyful celebration dances in front of the cameras.

Coca-Cola's "Happiness Television" was launched on Friday (June 11) to coincide with Africa's first FIFA World Cup™.

The theme of celebration and the type of unbridled joy witnessed when goals are scored and celebrated on the football field, is the inspiration for the entire marketing campaign for Coca-Cola during the 2010 FIFA World Cup™.

The inspiration for the campaign came from Roger Milla and his iconic "corner dance" after he scored a goal in the 1990 FIFA World Cup in front of a Coca-Cola perimeter board.

"For our "Happiness Television" slots, we wanted to capture the scale of the celebration during the 2010 FIFA World Cup™ spectacular – from the people in the street to authority figures and soccer stars," said Sandya Leckram, Senior Brand Manager of Coca-Cola.

"This is one of those rare occasions in the history of a country when the entire nation is swept away on a wave of emotion. We love the community feeling and the raw emotion - and the inserts will be documenting that, starting with Tshabalala's first goal of the 2010 FIFA World Cup™" she added.

The 25 inserts, feature on-the-ground celebrations by fans at the official FIFA Fan Fests™, run to different themes. These include Father's Day and Youth Day and a focus on a wide cross-section of society – such as moms, old folk, construction workers, game rangers, policemen and entertainers.

The celebrations are likely to have audiences roaring with laughter as authority figures and unlikely candidates such as game wardens let rip to the catchy tunes of “*Wavin’ Flag – Coca-Cola Celebration Mix*”.

Soccer legend Lucas Radebe, who danced under Madiba’s statue for the Father’s Day insert, said of his role as a Coca-Cola ambassador: “It’s good to be associated with a quality brand and one that wants to make a difference to the life of our communities.

“Coca-Cola is one of those brands which are very involved with football – for us a source of social upliftment – and football has played a big role in our country.

“Coca-Cola takes its sponsorship of the FIFA World Cup™ to another level and has reached people in underprivileged areas. They are making dreams come true and I like to be associated with that.”

After the inserts are screened, viewers are invited to vote for the best celebration of the day and stand to win the real makoya soccer ball used in that day’s tournament.

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The Coca-Cola Company

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