



Coca-Cola's red alert to soccer fans

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Being in a foreign country might be daunting for visitors to the 2010 FIFA World Cup™, but Coca-Cola's Red Zones will ensure that that they feel right at home while soaking up the friendly South African vibe.

With Coca-Cola status as an official FIFA World Cup™ partner, it is taking this golden branding opportunity by the horns – with multiple activations in taverns and restaurants, as well as innovations in packaging and other arenas.

Among these is the Red Zones concept, which means that soccer fans around the country will be greeted by the familiar red Coke branding at any number of high-traffic areas where people are converging during the tournament – around stadiums, airports, hotels, shopping centres, taxi ranks, spaza shops, casinos, tourist attractions and so on.

The outlets within these zones will feature the instantly recognisable and highly visible Coca-Cola branding – look out for it in and around hotel reception areas, pubs, restaurants, taverns and so on. Many such venues will be identifiable by the large, red, circular Coca-Cola “lollipops” outside.

The Red Zones will ensure that patrons enjoy the ultimate soccer experience in an environment in which they feel comfortable. Explains Zayd Abrahams, Head of Marketing, Coca-Cola – Sparkling Beverages: “The Red Zones are geared towards exposing World Cup visitors to Coca-Cola's presence and look-and-feel, encouraging them to associate Coke with its involvement with football.”

Other brands within the stable, such as Schweppes, Valpré, Bonaqua and Powerade will also be highlighted in selected venues.

Some outlets will offer football-and-food combos and special Mixology cocktails using Coca-Cola as a mix. About 150 premium outlets within the Red Zones will be serving Coca-Cola in limited-edition 250ml Georgia Green bottles with a football imprint in honour of the World Cup, which will no doubt become collectable items.

“The Red Zones are a beacon indicating to locals and visitors that this is an establishment where you can relax, chill and get something to eat and drink,” says Abrahams.

For more information, please visit www.cocacola.co.za/2010

For further media information, please contact:

Sammy Mohlaoli

Senior Communications Manager Coca-Cola South Africa

Tel: +27 11 644 0528 OR 0800 11 25 28

Fax: +27 11 644 0766

Mobile: +27 79 525 6934

E-mail: smohlaoli@afr.ko.com

The Coca-Cola Company

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