Coca-Cola Enhances "Destapa La Felicidad" and Reaches out to Multicultural Teens

New Packaging Options for Coca-Cola Products

ATLANTA--(BUSINESS WIRE)--Coca-Cola(R), the world’s most recognized brand and the sparkling beverage of choice for U.S. Hispanics, is rolling out new marketing programs to encourage Hispanic consumers to pursue their dreams and connect with multicultural teens. In addition, the Company is offering new packaging options to give them more convenient ways to enjoy their favorite beverage.

"Central to Destapa La Felicidad is the simple idea that Coke is always there, inviting people to take a break and refresh their dreams," said Reinaldo Padua, assistant vice president, Hispanic Marketing, Coca-Cola North America (CCNA). "With the addition of new marketing and promotional programs, we are inviting Hispanic consumers to open a Coke and open happiness."

The two programs -- the "Ingles sin Barreras" promotion for Hispanic adults and "Coca-Cola Secret Formula" for teens -- will debut throughout the remainder of 2009.

Ingles sin Barreras(R) Promotion

To help Hispanics fulfill their dream of learning English, Coca-Cola is creating an exclusive partnership with Lexicon Marketing, the developer and marketer of Ingles sin Barreras (English without Borders), the bestselling video-based English learning program in the U.S. Coca-Cola will feature in-store promotions that provide consumers with opportunities to obtain English learning premiums such as bilingual English-Spanish mini-dictionaries and a special DVD lesson from the Ingles sin Barreras collection. The program will be rolled out to more than 11,000 convenience retail and grocery stores located in Hispanic areas across the country beginning September 1.

In addition to the in-store promotions, Coca-Cola is creating an innovative mobile phone points collection platform that allows consumers to accumulate points by texting their My Coke Rewards(R) product codes. Upon registering, consumers will receive 100 free My Coke Rewards points towards their first Ingles sin Barreras volume. Each time consumers amass 700 My Coke Rewards points, they will have the opportunity to redeem their points for one of the 12 volumes in the Ingles sin Barreras collection. This year-long promotion will be supported with television, radio and newspaper advertising.

As part of the partnership, Coca-Cola will sponsor Latinos sin Barreras, a contest hosted by Lexicon. Consumers will have the opportunity to submit stories detailing their success in the U.S. to MundosinBarreras.com and each month registered users will select a winner to receive various prizes. In addition, the winner will be entered for the grand prize, a free trip...
to Los Angeles to be featured in one of Lexicon's commercials aired nationwide on Hispanic television networks.

"With our Ingles sin Barreras promotion we are reaching Hispanic consumers in a powerful and cultural way. Offering them the opportunity to achieve their dream of learning English is what Destapa La Felicidad is all about," said Padua. "We are committed to providing Hispanic consumers with relevant programs that emphasize Coca-Cola's role during every occasion, from meals with the family to watching a soccer match with friends to a refreshing break while learning English with Ingles sin Barreras."

Reaching Out to Multicultural Youth: Coca-Cola Secret Formula

Secret Formula, a component of the Open Happiness(TM)/Destapa La Felicidad marketing and advertising campaign, was launched at the beginning of 2009 to establish a direct dialogue with teens. The program celebrates the secret ingredients that make Coca-Cola one of the most delicious and special beverages on the planet. Through a series of advertisements, secret ingredients such as "Swelter Stopper", "Movie Improver", "Burger Betterer" and "Harmonizer" showcase how Coca-Cola makes a teen's daily life more fun. "Fanhancer" is the newest secret ingredient in the program and expresses how Coca-Cola provides teens, in particular multicultural teens, with the extra spark and refreshment that real fans need to chant, scream, holler or cheer for their favorite team, musician or celebrity.

With the addition of "Fanhancer", the program made its debut in the Hispanic market through a media partnership with Univision Network that rolled out during the recent live broadcast of Premios Juventud (Youth Awards). Coca-Cola and Univision also created "Secretos de Premios Juventud" (Secrets of Premios Juventud), a section on Univision.com where fans had access to exclusive behind-the-scenes interviews with celebrities that attended "Premios Juventud."

To capture the "Fanhancer" experience, Coca-Cola brought together 17 teens from all ethnicities to create a series of videos and images that highlight how they express their individualism, personality and "fanitude." The visual creative will appear on Univision.com, BET.com, ESPN.com, AOL Latino.com and other online media sites as part of the program's effort to reach teens. The program will feature digital and point-of-sale executions and also will be linked to MyCokeRewards.com.

Package Diversity: Coca-Cola "Para Todos"

In addition to these programs, the second half of 2009 promises to be an exciting one for CCNA as the Company rolls out a series of new package sizes. Some of the new options include a 16-ounce plastic bottle for 99 cents, a 50-ounce twin pack and a 2-liter contour plastic bottle featuring the brand's iconic curvy shape. With Coca-Cola's new packaging diversity approach, Hispanic consumers will be able to enjoy their favorite Coca-Cola product in the package and price that best fit their needs. This initiative is being supported by point-of-sale and a new television commercial titled "Para Todos" (For Everyone). The commercial highlights how Coca-Cola is available for each consumer and each occasion in a multitude of packages. The new television commercial debuted during the live broadcast of Univision Network's new reality show "Viva el Sueno."

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 Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid and Georgia 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 Web site at www.thecoca-colacompany.com.

About Lexicon Marketing

Ingles sin Barreras is Lexicon Marketing's flagship product and has been a best-selling ESL program for Spanish-speakers in the U.S. since 1987. Since 1974, Lexicon Marketing has been supporting the Hispanic community in the U.S. offering them ways to establish credit, get insured, learn English, develop vocational skills, and take care of their health. With offices in Los Angeles, CA and Tijuana, Mexico, Lexicon's workforce is 99% Hispanic. For more information, please visit www.lexiconmarketing.com.

Source: The Coca-Cola Company