

Diet Coke Gets Chic Wardrobe Makeover Just in Time for the Fall Fashion Season

- New fall marketing campaign refreshes “Stay Extraordinary” platform and celebrates new looks for fall everywhere
- Modern cropped-logo can design is back by popular demand, appearing on store shelves beginning in September

ATLANTA--(BUSINESS WIRE)-- In with the new, out with the old, indeed! This fall, Diet Coke is giving the soft drink aisle something to talk about by re-introducing its stylish cropped logo design for its aluminum can and launching a new, refreshed ad campaign. Just in time for fashion week, the bold move will help extraordinary individuals stay refreshed on runways - from the airport to the shows - and everywhere in between.

The campaign is the latest evolution of Diet Coke’s iconic “Stay Extraordinary” platform and features a modern, bold look on the Diet Coke can, a series of new print and out-of-home ads, as well as a new, limited-edition T-shirt available in Target stores this fall.

The refreshed packaging design was created by San Francisco-based design agency Turner Duckworth. It features a section of the Diet Coke logo, cropped to feature the “D” and the “k,” set against the brand’s signature silver backdrop, creating a sleek, modern look for the brand.

The can design first debuted as a seasonal design last fall. It was brought back by popular demand and overwhelmingly positive feedback from consumers and will begin appearing in market September 1. Despite the packaging change, the great taste remains the same for the number one zero-calorie brand in the nation.

“Fashion week is the perfect time of year to bring back the modern look of Diet Coke,” said Erik Jenkins, Diet Coke Brand Manager. “Our fans told us they loved the sleek look of the cropped design, so this fall we’re bringing back the bold can design for everyone to enjoy.”

Another refreshed look for the brand comes in the form of a new, limited-edition Diet Coke T-shirt. Up-and-coming designer Gustavo Alonso, a student at Miami International University of Art and Design, won the recent Diet Coke Young Designer Challenge, edging out the competition with his dramatic and glamorous take on the cropped Diet Coke logo featuring a mysterious woman in a vivid red coat.

Conducted in partnership with the Council of Fashion Designers of America and Target, the winner of the Diet Coke Young Designer Challenge was selected by some of the biggest names in fashion, including luminary designers Zac Posen, Cynthia Rowley and L’Wren Scott. They were joined by Jeanette Carrell, Associate Creative Director for Target and Vince Voron, Associate Vice President, Strategic Design and Integrated Marketing Content, Coca-Cola North America, for a judging event to select the design best representing the multi-dimensional and aspirational Diet Coke brand.

As the winner of the Diet Coke Young Designer Challenge, Alonso will receive an extraordinary portfolio boost. In addition to winning a \$10,000 scholarship and a trip to New York City to meet Posen, Rowley and Scott, Alonso's design will be sold in select Target stores nationwide beginning September 2.

"Gustavo's design captured how Diet Coke can break through and is more than just a great tasting refreshing drink," said Jenkins. "It's an extraordinary fashion statement."

Beyond store shelves, the bold look of Diet Coke will be seen in upcoming digital, print and out-of-home activations. Through November, Diet Coke fans will see the Diet Coke celebrated in many fashion and beauty publications, including GQ, Cosmopolitan and Allure.

Diet Coke also is teaming with Glamour Magazine to host an event, "Glamour Live presented by Diet Coke," to celebrate the launch of the brand's refreshed look. The stylish gathering, taking place September 5 at The Box in New York City, will feature fashion, refreshments and an exciting performance by alt-rockers The Joy Formidable. The celebration in New York City continues throughout September and October, when Diet Coke will sponsor multiple events to bring fashion, great taste and the modern new look of Diet Coke to fans in the fashion capital of the country.

Every trendsetter knows the best style inspiration comes from the street, and Diet Coke is bringing extraordinary fashion to the sidewalks of New York City this fall. In the days leading up to fashion week, pedestrians in New York City will see life-size mannequins, styled in the new Diet Coke T-shirt. Passersby can tweet @DietCoke to receive a free Diet Coke and a chance to win extraordinary, fashionable prizes.

This season, Diet Coke also is partnering with Allure Magazine and Walmart to help trendsetters "Stay Extraordinary" all season long. A free 12-page guide featuring the latest fashion and beauty tips and trends from Allure editors will be available in the soft drink aisle at select Walmart stores with a participating purchase.

In addition, visitors to MyCokeRewards.com can redeem points for a chance to win exciting prize packages through the "Drink in Style Sweepstakes," including a makeover, a shopping spree in New York City and gift cards to stock up on the hottest new looks for fall.

The Coca-Cola Company

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About the CFDA

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 that leads industry-wide initiatives and whose membership consists of more than 400 of America's foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, which recognize the top creative talent in the industry, the organization offers programs which support professional development and scholarships, including the CFDA/Vogue Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Scholarship Award, the CFDA/Teen Vogue Scholarship, and the Gilt All Star Scholarship. Member support is provided through the Business Services Network, a high-profile group of companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes. Through the Foundation, the CFDA created and manages Fashion Targets Breast Cancer; raises funds for HIV/AIDS organizations with 7th on Sale; addresses the issue of model health with The CFDA Health Initiative; and is a key participant in other programs such as the annual Fashion's Night Out. For more information, please visit www.CFDA.com, facebook.com/cfda, twitter.com/cfda, cfda.tumblr.com, and youtube.com/cfdatv.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,763 stores across the United States and at Target.com. The company plans to open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.

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