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Open Happiness' and Enjoy Life's Simple Pleasures with Coca-Cola

New Global Integrated Marketing Campaign for Coca-Cola Embraces Positive Outlook in Evolution of Award-Winning "Coke Side of Life"

Campaign to Launch in U.S. Tonight on "American Idol" And Worldwide Over Next Few Weeks

ATLANTA--(BUSINESS WIRE)--Building on the award-winning "Coke Side of Life" campaign, The Coca-Cola Company today invites the billions of people around the world who love to pause and refresh themselves with a Coke to "Open Happiness" and continue to enjoy one of life's simple pleasures. That is the central message for "Open Happiness" -- Coca-Cola's new global integrated marketing campaign that launches in the U.S. this week.

Open Happiness will serve as the platform for all integrated marketing for brand Coca-Cola globally. The first televised spots will break tonight on "American Idol" on FOX in the U.S., with more to air in the following weeks, including during the broadcasts of the Super Bowl on NBC and the Academy Awards on ABC. The fully integrated campaign - including new point of sale, promotions, outdoor and print advertising, digital and music components and more - will roll out throughout the first half of 2009 in markets around the world.

"Throughout its history, Coca-Cola has always tried to express a refreshingly positive view of the world," said Joe Tripodi, chief marketing and commercial leadership officer, The Coca-Cola Company. "Open Happiness builds on that heritage, recognizing that even with the difficulties and stress of modern-day life there still are opportunities, every day, to find a moment to recognize life's simple pleasures. This new campaign reminds people that Coke is always there to offer that small moment of fun and refreshment when you need it."

Open Happiness is an evolution of the Coke Side of Life, a campaign that featured award-winning commercials such as "Video Game," "Happiness Factory," and "It's Mine" and was used as the primary marketing platform in nearly every one of the more than 200 countries around the world where Coca-Cola is sold. The new campaign will continue to invite people to bring positivity, optimism and fun into their lives through engaging creative and an updated message. The campaign also was developed to provide a clear role for Coca-Cola, setting the stage for a rich in-store and shopper experience.

"Open Happiness is designed to work at every level - from national advertising all the way down to coolers and store shelves, with a clear call to action at the point of purchase," continued Tripodi. "The combination of inspirational marketing and in-store execution in collaboration with our bottling partners worldwide will ensure we continue to reinvigorate the sparkling category."

The campaign will break first in the U.S. with print ads and new television commercials airing
this week. Outdoor advertising and in-store executions will appear by the end of the month. Music will also play a central role in the new campaign beginning with a new music track featured in one of the ads that will be released as a single. The music is a collaboration featuring the combined talents of Gnarls Barkley's Cee-Lo, Patrick Stump from Fall Out Boy, Brendon Urie from Panic at the Disco, Travis McCoy from Gym Class Heroes and Grammy-nominated Janelle Monae and produced by Polow Da Don and Butch Walker.

"Central to Open Happiness is the simple notion of enjoying an ice-cold Coca-Cola and taking a small break from the day to connect with others," said Katie Bayne, chief marketing officer, Coca-Cola North America. "With this new campaign, that's exactly what we're inviting people to do more often -- open a Coke and share a little happiness."

In addition to the Open Happiness campaign, the entire Coca-Cola Trademark in North America will have significant advertising and marketing support. Two new Coke Zero ads debuted on the premiere of American Idol last week and later this month, the successful Diet Coke Red Dress program, in conjunction with The Heart Truth, will begin its second year. Coca-Cola will also have new advertising under the Open Happiness theme in celebration of Black History Month. Visitors to mycokerewards.com will be able to preview the two new Coca-Cola spots that will air during the broadcast of the Super Bowl on NBC.

The global campaign was developed in partnership with Wieden + Kennedy, the global agency for brand Coca-Cola since 2006.

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 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 1.5 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-cola.com.

EDITOR'S NOTE: Downloadable images from the new campaign as well as viewing files of the television commercials are available in the Press Center at www.thecoca-cola.com.

Source: The Coca-Cola Company