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New Coke Zero™ Campaign Tells Guys “It’s Not Your Fault” Giving Them Permission to Enjoy Everything

ATLANTA--(BUSINESS WIRE)-- There’s no better time than the fury of NCAA® March Madness® for Coke Zero to introduce the next iteration of its Enjoy Everything campaign. Titled, “It’s Not Your Fault,” Coke Zero debuts its new integrated marketing campaign during NCAA® championships.

The campaign takes a lighthearted and comedic approach to say that with Coke Zero you can Enjoy Everything in life. “It’s Not Your Fault” also celebrates guys-being-guys. The Enjoy Everything campaign has evolved on the notion of owning quintessential guy moments of bonding and camaraderie, from sports and entertainment to humor, gaming and music.

“We’re talking to men more overtly with 'It’s Not Your Fault',” said Pio Schunker, SVP and Head of Integrated Marketing Communications, North America Group. “We’re positioning Coke Zero as a defender and celebrator of guy enjoyment.”

The new campaign rolls out during NCAA® March Madness® debuting a 30-second television advertisement entitled “Bracket.” “Video Game” will follow as another 30-second television commercial and digital content will take center-stage with a seven part video series. The 360 degree integrated marketing campaign will pulse throughout the year and amplify with assets like football and NASCAR.

“Coke Zero has experienced quarter after quarter growth and success, and we hope to see this campaign continue the momentum. ‘It’s Not Your Fault’ is launching in a big way through universal guy assets like NCAA® March Madness® and a co-branded promotional spot with CONAN,” said Andy McMillin, VP, Coke Trademark, North America Group. “Coke Zero brand attributes are well established, now it’s time for the brand to make the next big leap to connect with its drinkers. The brand definitely is evolving.”

Coke Zero is teaming up with Turner and CONAN as part of the Coke Zero “It’s Not Your Fault” campaign to kick off NCAA® Final Four® week and the CONAN Atlanta shows. Several bands will perform at the CONAN Coke Zero Music Series on the ‘Road to the Final Four®.’ Coke Zero and CONAN will also co-create a custom “It’s Not Your Fault” promotional spot.

The campaign, created in partnership with Droga5 New York, Starcom MediaVest Group, Turner and the NCAA®, will be featured across CBS and TBS platforms in March and April, including the March Madness Live mobile app and in-game broadcast enhancements. Out-of-home campaign efforts will be national in scope with a strong focus on Atlanta, Coca-Cola’s home market and host city of the 2013 NCAA® Division I Men’s Basketball Championship.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo or check out our blog, Coca-Cola Unbottled, at www.coca-colablog.com.

About the NCAA

The NCAA is a membership-led nonprofit association of colleges and universities committed to supporting academic and athletic opportunities for more than 400,000 student-athletes at more than 1,000 member colleges and universities. Each year, more than 54,000 student-athletes compete in NCAA championships in Divisions I, II and III sports. Visit www.ncaa.org and www.ncaa.com for more details about the Association, its goals and members and corporate partnerships that help support programs for student-athletes. The NCAA is proud to have the following elite companies as official Corporate Champions—AT&T, Capital One and Coca-Cola—and the following elite companies as official Corporate Partners—Allstate, Buffalo Wild Wings, Buick, Enterprise, Infiniti, LG, Lowe's, Nabisco, Northwestern Mutual, Reese's (Hershey's), Unilever and UPS.

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