August 24, 2010

And the Winner Is... Coca-Cola(R) Teen Filmmaker Contest Open for Voting

Film Crews Debut Coca-Cola Behind the Lens Footage of R&B Singer Monica and Hip Hop Rising Star Roscoe Dash

ATLANTA--(BUSINESS WIRE)-- To kick off the summer fun, Coca-Cola created the Behind the Lens Youth Filmmaking Contest, a national online competition empowering teens to use their creativity as amateur filmmakers. Out of more than 200 applicants, 11 teens were selected and received an all-expenses-paid trip to Atlanta, Ga., to attend Radio One's Birthday Bash 15 concert in June. The winners spent a full day interviewing and capturing the backstage experience of R&B star Monica and hip hop rising star Roscoe Dash before, during and after the concert. Now, it's up to America to decide which of the two teams will win the video competition. Is it Team Monica or Team Roscoe? You decide and vote now!

The teen filmmakers spent five intensive days learning to develop, shoot and edit the film that would feature one of the two headlining artists. Now that production has wrapped, the teens have uploaded their final production online at http://birthdaybash15.coca-cola.com for America to vote for the video they believe possesses the most public appeal. Voting is open now through September 10.

"Through the Behind the Lens competition, we provided teens an avenue to use their talent and individuality to build skills and work together as a team to create an unforgettable experience," said Yolanda White, Assistant Vice President, African American Consumer Marketing, Coca-Cola North America.

Youth Filmmakers

Team Monica

Alexander-Julian Gibbson (Houston, TX), Angelo Head (Aurora, CO), Kyana Hamilton (Marietta, GA), Emily Rayl (Salisbury, NC) and Ashlyn Zare (The Woodlands, TX)

Team Roscoe Dash

Brittany Leslie (Fayetteville, GA), Daniel Nicks (Lilburn, GA), Kristen Robinson (Stone Mountain, GA), Olivia McCune (Marietta, GA), Ryan McCarthy (Brookfield, CT) and James Williams (Manchester, NH)

Youth Summer Marketing Programs

Coca-Cola has been engaging multicultural teens in new and exciting ways, creating opportunities for them to have fun online, in their communities and at exciting events and venues throughout the country. From Radio One's Birthday Bash 15 and "Refresh Your Flow" Radio Tour to the BET Awards and BET Hip Hop Awards, these programs were designed specifically to link youth with Coca-Cola.

-- Birthday Bash 15 is one of the largest R&B and hip hop concerts in the South where Coca-Cola encouraged teens to showcase their talents through two competitions: the Coca-Cola Behind the Lens Filmmaking Contest and the "Here I Am" Talent Search Competition presented by Coca-Cola, a nationwide contest that allowed the winner to perform live on stage with Monica.

-- BET Awards/BET Hip Hop Awards - Coca-Cola has partnered with BET to connect with teens through unique on-air and digital brand integration as part of these award shows.
-- Radio One "Refresh Your Flow" Radio Tour - Coca-Cola and Radio One have partnered with R&B singer Monica to host the radio tour. Monica will take a refreshing look at hip hop music and interview artists and celebrities on The Rickey Smiley Morning Show and The Russ Parr Morning Show for eight weeks beginning September 2.
-- 106 & Park Wild Out Wednesday Show-Through its Uplift & Upload video competition, Cola-Cola has partnered with BET to give one lucky teen the opportunity to appear on BET's most popular TV music show--106 & Park--to highlight how he/she spreads happiness in his/her community and also provide the opportunity to announce the show's grand prize winner of the Wild Out Wednesday Competition.

"We are connecting with multicultural youth by providing a summer fest of music and culturally relevant experiences, which will inspire and empower teens to express themselves throughout these targeted marketing initiatives," said White. "Engaging with this important segment is crucial to building brand love and driving volume."

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. 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, Simply 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 1.6 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 website at www.thecoca-colacompany.com.

Source: The Coca-Cola Company