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Coca-Cola Marks Underdog's Crowning Moment in New Big Game Ad

ATLANTA--(BUSINESS WIRE)-- On Sunday, teams from Seattle and Denver won't be the only ones trying to go all the way. On game day, Coca-Cola will tell the story of a small but determined high school football player who earns the confidence of his team when he gets the game-time opportunity of a lifetime.

One of two 60-second Big Game ads from Coca-Cola, "Going All The Way" is an all-American tale of triumph over adversity. The main character, Adrian, struggles to fit in and make his mark until the opposing team fumbles the ball and it lands in his arms. That's when it's Adrian's time to shine. With support from his team and the crowd in the stands, using sheer grit and determination, he breaks through, perseveres and achieves unlikely greatness.

"Going All The Way" was shot in Ashwaubenon, a suburb of Green Bay, Wis., with the final moments filmed at historic Lambeau Field. Most of the ad's cast was made up of Green Bay-area residents, and the stadium's actual groundskeeper of 17 years has a featured role in the spot.

The commercial, set to House Of Pain's "Jump Around," traces Adrian's unlikely journey from benchwarmer to star of the game. After scoring a touchdown, then running through the streets of Ashwaubenon, his dreams are realized when he runs the length of Lambeau Field, performs a touchdown dance and attempts his own Lambeau Leap in front of a nearly empty stadium. He celebrates a moment of happiness and accomplishment when a groundskeeper hands him an ice-cold Coca-Cola.

"'Going All The Way' is a story that celebrates a young man accomplishing his dreams. It's also a celebration of the amazing town of Ashwaubenon, Wis. coming together and our wonderful partnership with the city of Green Bay," said Katie Bayne, President, North America Brands, Coca-Cola North America. "While Coca-Cola is a global brand, this ad illustrates the deep roots it has in every community where it does business. We are in every city and every town across the country, ready to provide the kind of refreshing, uplifting moments of optimism Adrian enjoys after his journey to Lambeau Field."

"Going All The Way" will air during the second half of the Big Game. Another 60-second advertisement from Coca-Cola will also be unveiled during the second quarter.

This is the eighth consecutive year Coca-Cola commercials will appear during the Big Game broadcast. Coca-Cola worked with Wieden+Kennedy in Portland, Ore. to create "Going All The Way." The spot was directed by Jake Scott and produced by RSA.

Supporting Boys & Girls Clubs of America

For 127 years, Coca-Cola has been bringing people together to support communities and organizations like Boys & Girls Clubs of America (BGCA). Today, more than 4,000 Clubs serve some four million young people annually through Club membership and community

outreach. To celebrate the launch of “Going All The Way,” Coca-Cola will donate $50,000 to the BGCA Triple Play program once the spot reaches 10,000 shares online.

BGCA enables young people to achieve great futures and provides them with supportive relationships, enrichment programs and a safe and positive environment to make new friends. The Coca-Cola Company is a founding sponsor of the BGCA Triple Play program, which encourages young people to eat a balanced diet, become more physically active and increase their ability to engage in healthy relationships.

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, one of the world's most valuable and recognizable brands, 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 1.9 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, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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