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“The AHH Effect” Expands to Explore More Dimensions of Coca-Cola’s Delicious Refreshment

ATLANTA--(BUSINESS WIRE)-- To celebrate the multidimensional nature of teens and the refreshing feeling that only comes from a sip of an ice-cold Coke, the brand is rolling out significant expansions and optimizations to “The AHH Effect” in its second year, both online and off. The teen-focused effort will build on its history of innovation with several marketing firsts for Coca-Cola in interactive and broadcast media this coming year.

Launched as a socially and digitally-led program last April, the campaign will continue to bring to life the feeling of happiness, uplift and delicious refreshment people experience while drinking an ice-cold Coke – “The AHH Effect” – found within the campaign’s 61 AHH.com URLs (each experience with one more “H” in its URL).

Beginning this week, the campaign’s first dedicated television ad is airing on teen-favorite networks, including Adult Swim, MTV and MTV2. The 30-second “Feels Like AHH” spot is designed to recreate the feeling of drinking a Coke through a fun montage-style music video highlighting a collection of the interactive games, videos and GIFs found within AHH.com.

A second television commercial, “This is AHH,” will premiere at the end of April, and will be the first-ever spot produced by Coca-Cola to exclusively feature user-generated content. The brand is inviting teens to submit a short video clip showing what it feels like when they take a sip of Coke – their own personal expression of AHH – at AHH.com/thisisAHH or via social media using the hashtag #ThisisAHH. Submissions are being collected until April 10. The entries that best illustrate that indescribable feeling you get from a delicious sip of Coca-Cola will be featured in the commercial.

“Our efforts to connect with teens through ‘The AHH Effect’ exceeded our expectations in 2013. With digital still at the core, we’re now expanding into real-world activations and TV as the next phase of its evolution,” said Andy McMillin, Vice President, Coca-Cola Trademark, Coca-Cola North America. “‘The AHH Effect’ will be everywhere teens will be and we’re going to connect with them in ways that appeal to their natural curiosity and love of fun, bite-sized content.”

Coca-Cola is joining forces with some of teens’ favorite online celebrities to showcase all of its refreshing, energizing and fun qualities on AHH.com and beyond. Content featuring viral dance sensation Marquese Scott and YouTube stars Joe Penna, Kurt Hugo Schneider will live fluidly on AHH.com and other teen-favorite destinations through mobile, digital, connected TV consoles, search, TV, social and more.

AHH.com has been redesigned and features new experiences that follow the same unique recipe of randomness, creativity and delight that caught teens’ attention in the campaign’s first year. One of the most popular experiences called “Cat or Not” has transformed into the new “Laser Cats,” which challenges users to keep a laser beam from an ever-increasing

herd of laser-hungry cats. Another, "Fortune Cookie," reminds teens that a refreshing sip of Coke makes you feel like the luckiest person in the world with an endless supply of fortunes.

"Our mobile-friendly approach really resonated, but we believe it was our willingness to try something new and speak to teens in their language that's the real success story here," said Jennifer Healan, Group Director, Integrated Marketing Content and Design, Coca-Cola North America. "The content was at times quirky and light-hearted, but was absolutely crucial to starting a dialogue. And we're listening by adding more levels and functionality to the games they love and constantly introducing new content based on their suggestions."

Offline, behind-the-label content featuring "AHH" moments will appear on 20-ounce Coca-Cola products and at partner locations like AMC Theatres, 7-Eleven, McDonalds, Domino's Pizza, Simon Malls and Six Flags. Customer experiences will drive fans to various "AHH" URLs and will introduce "AHH" into new properties like Live Nation.

Coca-Cola worked with Wieden+Kennedy in Portland, Ore., to create the campaign.

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 17 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.

The Coca-Cola Company
Lauren Thompson, 404-676-3034
laurenthompson@coca-cola.com

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