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Coca-Cola Celebrates a Summer of Sharing

ATLANTA--(BUSINESS WIRE)-- Coca-Cola's summer campaign extends an invitation to America to 'Share a Coke.' For the first time in the U.S., Coca-Cola is personalizing the sharing experience by swapping out some of its iconic logos on 20-ounce bottles for 250 of the nation's most popular names among teens and Millennials.

Across the Coca-Cola trademark – Coke®, Diet Coke® and Coke Zero® – the Company is inviting people to find their name and the names of family, friends, colleagues, or even the names of people they want to know better … and open a little extra happiness this summer by sharing a Coke together.

"Coca-Cola has been bringing people together for 128 years to create moments of happiness," said Stuart Kronauge, SVP, Sparkling Brands, Coca-Cola North America. "Moments of happiness can define our lives. They can be grand or intimate, shared or personal, fleeting or even unassuming at times. We hope 'Share a Coke' creates occasions between people this summer where they can simply enjoy the moment."

In addition to first names featured on 20-ounce bottles, Coca-Cola, Diet Coke and Coke Zero logos will give way to group names like "Family" and "Friends" on 1.25- and 2-liter bottles, and 12-ounce cans will feature colloquial nicknames like "BFF," "Star," "Bestie," "Legend," "Grillmaster," "Buddy" and "Wingman." Eight-ounce glass bottle carriers will also encourage 'Share a Coke.' Coca-Cola Freestyle fountain dispensers will also offer an option for sharing a little happiness this summer. Fans who have the Coca-Cola Freestyle app on their mobile phone can scan a QR code on the dispenser's home screen, follow the prompts and send a friend a coupon for a free 20-ounce Coke.

"We've seen the excitement 'Share a Coke' has elicited around the world, so we're ecstatic to bring it to life here in the U.S. From baseball games and barbeques, birthday and pool parties, to beach trips and amusement park outings, we want to see how people 'Share a Coke' and we're inviting them to share their stories with us in social media," said Jennifer Healan, Group Director, Integrated Marketing Content and Design, Coca-Cola North America.

Use the campaign's hashtag, #ShareaCoke, to celebrate stories, share photos and have a chance to be featured on Coca-Cola billboards across the country and ShareaCoke.com gallery. Beginning June 12, fans can experience the campaign online at www.shareacoke.com by personalizing virtual bottles and sharing them with friends across Facebook, tumblr, Twitter and Instagram. Website visitors also can find out which names are available in-stores. For those unable to find specific names on store shelves, 'Share a Coke' will tour the nation with more than 500 stops where people can customize a Coca-Cola mini can (7.5-ounces) for themselves and a second can for someone special. ShareaCoke.com will provide date and location information for the cross-country tour.

The ‘Share a Coke’ campaign will be supported through a nationwide advertising and marketing campaign. This includes a nine-week flight featuring all-new television commercials, cinema ads, social and digital engagement, interactive/digital billboards and experiential activations from coast to coast. For My Coke Rewards members, there are fun ways to earn points, get rewards and ‘Share a Coke.’

The ‘Share a Coke’ program was first introduced in Australia in 2012. Since then, the Company has helped people ‘Share a Coke’ – and a little happiness – in over 50 countries around the world, including New Zealand, Argentina, Brazil, South Africa, Great Britain, Turkey, Germany, Spain and Chile.

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™, **vitamin**water®, 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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