March 31, 2016

Coca-Cola Sings a Different Tune with the Pitch-Perfect Return of “Share a Coke®… and a Song”

The “Share a Coke” Campaign Will Now Feature 70+ Song Lyrics to Help Fans Taste the Feeling in a New Way All Summer Long

ATLANTA--(BUSINESS WIRE)-- This summer, The Coca-Cola Company’s successful “Share a Coke®” program will strike all the right notes by inspiring music fans across the U.S. to celebrate a moment, a memory, a mood or a feeling, bringing people together through the universal love of music.

Coca-Cola sings a different tune with return of "Share a Coke(R)"...and a Song. (Photo: Business Wire)

Beginning in April, packages of Coca-Cola®, Diet Coke®, Coke Zero™ and Coca-Cola Life® will feature an array of song lyrics from recent chart-toppers, classic hits and traditional favorites as part of the “Share a Coke and a Song” campaign. Every Coke is an opportunity to connect music fans with friends and family. “Share a Coke and a Song” signals a major evolution for one of The Company’s most successful U.S. campaigns of all time, which in the past two years featured first names, group names and colloquial nicknames.

“Song lyrics strike an emotional chord in people, capturing what we are feeling while helping us express what we want to say,” said Joe Belliotti, Head of Global Music Marketing, Coca-Cola North America. “We’re setting the summer to music to inspire and connect fans through the special moments that are created when they share a Coke.”

The debut collection of “Share a Coke and a Song” packaging will feature song lyrics spanning a range of sentiments, from the feeling of falling in love (“The Way You Love Me” and “You Belong With Me”) and celebrating victory (“All I Do is Win” and “We Are The Champions”) to moments of friendship (“Lean On Me”), flirtation (“It’s Getting Hot in Herre”), sass (“We Never Go Out Of Style”) and motivation (“I’m Your Biggest Fan”). The campaign also will feature patriotic lyrics (“I’m Proud To Be An American” and “Sweet Land Of Liberty”), as well as lyrics from iconic Coca-Cola and Diet Coke ads, such as “I’d Like To Buy The World A Coke” and “Just For The Taste Of It.” The complete list of lyrics featured on packaging will be available at www.ShareaCoke.com beginning April 18.

Song lyrics will be available all summer while supplies last on 8-ounce glass bottles, 7.5-ounce mini cans, 20-ounce bottles, 1.25- and 2-liter bottles, and 12-ounce cans of Coca-Cola, Diet Coke, Coke Zero and Coca-Cola Life. Beginning April 18, music lovers can also visit ShareaCoke.com to choose from a list of lyrics to customize bottles, access crafted digital images to share on social media and participate in the #ShareaCoke Photo Gallery. The website will continue to sell “Share a Coke” individual 8-ounce glass bottles and six-packs of 8-ounce glass bottles of Coca-Cola that are customizable with names. New this

year, fans can also purchase customized Diet Coke and Coke Zero packaging, making it easy to share a Coke for nearly any special celebration or occasion.

“During the past two years, we have seen incredible enthusiasm from people who loved the personal touch of our ‘Share a Coke’ campaign and invited our brand into their lives,” said Racquel Harris Mason, Vice President, Coca-Cola/Coke Zero, Coca-Cola North America. “Evolving the campaign from providing individual names to now expressing the limitless sentiments that music lyrics communicate is our way of celebrating that excitement and inviting fans to continue to celebrate special moments in new ways over an ice-cold Coca-Cola.”

This year’s program features an all-new social sharing opportunity that’s all about the music.

Lyrical enthusiasts can tap into a unique digital experience by using the Shazam® mobile app to scan the lyric on specially marked “Share a Coke” 20-ounce bottles and signage, allowing them to record a digital lip-sync video and share their creations on social media with the hashtag #ShareaCoke.

“Share a Coke and a Song” will be supported through a nationwide advertising and marketing campaign, including a suite of music-themed TV commercials, cinema ads, social and digital engagement and a summer-long experiential tour making stops at major music events throughout the country beginning with the NCAA® Men’s Final Four® in Houston April 1-4.

Coca-Cola is an official corporate champion of the NCAA.

The Coca-Cola Company also welcomes multi-platinum international pop star Jason Derulo as one of the brand ambassadors for the program.

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 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia, Dasani, FUZE TEA 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 1.9 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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Source: The Coca-Cola Company