

June 15, 2017



# vitaminwater® Partners with Aaron Paul to “Drink Outside the Lines”

*New advertising campaign inspires consumers to put an interesting twist on everyday activities*

NEW YORK--(BUSINESS WIRE)-- **vitaminwater®**, the great-tasting, nutrient-enhanced water beverage with added electrolytes, today announced a new creative campaign featuring award-winning actor, Aaron Paul. Together **vitaminwater** and Paul encourage consumers to grab a bottle of their favorite flavor and “drink outside the lines” this summer.

Behind the scenes of the vitaminwater® “Drink Outside the Lines” campaign shoot with Aaron Paul. Find video of Aaron at <https://youtu.be/7qV7xG7f97g>. (Photo: Business Wire)

At the center of the campaign is a video that features Paul at the gym, running on a treadmill as part of

his normal, everyday workout. He takes a sip of **vitaminwater zero™** and is suddenly inspired to make his monotonous workout more interesting. In an amusing plot twist, Paul begins to incorporate some fancy footwork into his run, clearly entertaining himself and those around him, as he dances his way through the workout.

“From what’s inside the bottle to how we engage with our consumers, **vitaminwater** has always taken an unexpected and vibrant approach,” said Celina Li, Group Director of **vitaminwater**. “We’ve brought that to life in our newest campaign and hope it inspires our consumers to have some fun during their everyday activities and do things a little differently...the **vitaminwater** way!”

“I’ve always been a fan of **vitaminwater**,” said Paul. “I was really excited to work on this campaign and, especially, to show off my dance moves,” said Paul.

Developed in partnership with Ogilvy, the [video](#) will appear on television, digital and social platforms, and in movie theaters nationwide this summer. The campaign will also extend to in-store point of sale and will come to life throughout the summer at events and through partnerships. Follow **vitaminwater** and #drinkoutsidethelines on [Facebook](#), [Twitter](#) and [Instagram](#) to learn more.

## **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](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

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Source: The Coca-Cola Company