

November 12, 2012



# Coca-Cola Invites the World to Join in Its New Journey

*Company Leads Next-Generation Corporate Storytelling, Replacing Corporate Website with Coca-Cola Journey™, an Interactive Digital Magazine*

ATLANTA--(BUSINESS WIRE)-- Today, The Coca-Cola Company replaces its corporate website with **Coca-Cola Journey**, a rich, socially enabled digital platform. **Coca-Cola Journey** represents a significant leap forward in how Coke will use digital communications to drive business results and share the Coca-Cola system story with the world.

**Coca-Cola Journey** is a dynamic, digital magazine that focuses on universally important topics, social causes and Company news. It will feature original and curated content, and is designed to spark dialogue and tell the story of Coca-Cola in a creative, refreshing way.

"Today, Coca-Cola is taking its digital communications to a new level," said Clyde Tuggle, Senior Vice President and Chief Public Affairs and Communications Officer, The Coca-Cola Company. "**Coca-Cola Journey** is the most ambitious digital project Coca-Cola has ever undertaken, and we are doubling-down on our commitment to be a quality publisher of compelling content. We hope **Coca-Cola Journey** will be a place where people will share their curiosity about the world, engage in stimulating debate, and find out what is at the core of Coke – our quality brands, our business, our people, and our ever-expanding commitment to social good."

Readers can browse regularly refreshed content by type (Stories, Opinions, Brands, Videos and Blogs) or topic (Brands, Business, Community, Entertainment, Environment, Health, History, Innovation and Sports). In addition to in-depth feature stories brought to life with high-res photography, video and audio, **Coca-Cola Journey** also includes eye-catching infographics and a "Debate Board," which polls readers on a range of Coke-related topics.

The launch issue of **Coca-Cola Journey** features a cover story on Coca-Cola's commitment to supporting schools in India, Chairman and CEO Muhtar Kent's 'Five Keys to Innovation', an interview with NASCAR driver Danica Patrick and more than 70 other additional original pieces of content.

"We designed **Coca-Cola Journey** to be a sharp departure from how companies use their corporate websites," explains Ashley Brown, Director of Digital Communications and Social Media. "Our corporate site is our most trafficked online property, so we wanted to create an experience that would make this incredibly valuable digital real estate work harder for us."

While **Coca-Cola Journey** will continue to house corporate content such as press releases, investor information, SEC filings, Company reports, executive bios and job postings, its layout, design and editorial focus now more closely resemble a digital magazine than a company website.

"More than anything, we prioritized what creates a great user experience over the latest design trends," said Brown. "We want to make sure that as our brand becomes a publisher,

we do so in the most beautiful and functional way possible.”

**Coca-Cola Journey** is the latest product to showcase continued investment by Coca-Cola in digital communications and social media. In September, the Company launched [Coca-Cola Unbottled](#), the Company’s first corporate communications blog and real-time digital communications vehicle.

Experience Coca-Cola’s digital evolution today by visiting **Coca-Cola Journey** at: [www.coca-colacompany.com](http://www.coca-colacompany.com).

### **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, the world's most valuable brand, our Company's portfolio features 15 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 1.8 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 [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo) or visit our blog at [www.coca-colablog.com](http://www.coca-colablog.com).

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Source: The Coca-Cola Company