

October 15, 2014



# Taylor Swift Gets a Taste of Her Favorite Things in New Diet Coke® Commercial

*Kittens, including Taylor's own kitten Olivia Benson, co-star in new spot for the Diet Coke® "Get A Taste™" campaign*

*TV spot premieres unreleased track from Taylor's upcoming album, 1989*

ATLANTA--(BUSINESS WIRE)-- With seven GRAMMY Awards and a highly anticipated, fifth studio album about to release, it's easy to assume that global superstar Taylor Swift's life could not get any better. But in her latest Diet Coke TV spot, Taylor finds the great taste of Diet Coke making her day a bit brighter and a whole lot cuter with some furry friends, including her newest feline addition, Olivia Benson.

The spot, "[Kittens](#)," is part of Diet Coke's new "Get A Taste" campaign that launched last month. The integrated campaign celebrates fans' unwavering love for the delicious taste of Diet Coke. The creative, including the new spot with Taylor, showcases the unique, delicious taste of Diet Coke by taking ordinary moments and making them a bit brighter, bubblier and more enjoyable – just like a Diet Coke.

Premiering this Friday, the :30 TV spot opens on Taylor in an everyday life moment – playing with a kitten, giggling and sipping on a Diet Coke. To her delight, with each refreshing sip of Diet Coke, the kittens around her multiply until the room is overflowing with cute, cuddly kittens – a nod to the campaign's core question, "What if life tasted as good as Diet Coke?" While she stretches to keep her Diet Coke raised above the sea of kittens, a closing super reminds fans to "Get A Taste" of Diet Coke and to check out Taylor's new album, *1989*, available now for pre-buy at TaylorSwift.com and in stores on October 27.

Adding to the excitement, Taylor's fans can get a taste of a yet-to-be-released track from *1989*. The song will be featured exclusively in the Diet Coke spot and cannot be heard anywhere else before the album release date.

"As a longtime Diet Coke fan, Taylor is a natural example of who we're celebrating in the 'Get A Taste' campaign. It's all about passionate fans who simply love the delicious taste of Diet Coke," said Andrew McMillin, Vice President, Coca-Cola Brands, North America. "The spot with Taylor is lighthearted and fun, bringing together two of her favorite things – kittens and Diet Coke. And it genuinely shows, from Taylor's perspective, what her life would be like if it tasted as good as Diet Coke."

Diet Coke and Taylor, who began a multi-year partnership with the brand in 2013, also are partnering to bring fans opportunities to win concert tickets and to meet Taylor. Starting October 24, fans can enter for a chance to win concert tickets and a flyaway trip for two to an upcoming performance through iHeartRadio.com, RyanSeacrest.com and other sites. Each website will be giving away one flyaway trip for two lucky fans, courtesy of Diet Coke.

The No. 1 no-calorie sparkling beverage also is bringing fans closer to Taylor during the week of her album launch. On October 25 and 26, Diet Coke will present Taylor's takeover of the internationally-syndicated "American Top 40 with Ryan Seacrest" radio show. The brand also will present Taylor's co-host appearance on "On Air with Ryan Seacrest" on October 30. "On Air with Ryan Seacrest" is the market-topping No. 1 nationally syndicated LA morning drive-time radio show hosted by Ryan Seacrest for iHeartMedia's 102.7 KIIS-FM, and has more than 170 affiliates.

Taylor will co-host the popular radio show's four-hour broadcast live from New York City, sharing exclusive details about *1989*. This will be the first time a celebrity co-hosts the entire radio program, as well as the first time the full show is presented by a single brand.

Filmed in New York City and directed by Keith Schofield, "Kittens" is the third TV spot for Diet Coke's "Get A Taste" campaign. The new spot joins "[Economy Class](#)" and "[Car Wash](#)," which were released earlier this fall.

The "Get A Taste" campaign was developed by Droga5 New York, Diet Coke's agency of record.

### **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](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).

### **About Taylor Swift**

Taylor Swift, who writes all of her own songs, is a global superstar, seven-time GRAMMY winner and the youngest winner in history of the music industry's highest honor, the GRAMMY Award for *Album of the Year*. She is the first artist since the Beatles (and the only female artist in history) to log six or more weeks at #1 with three consecutive studio albums. Taylor has an album on Rolling Stone's prestigious *The 50 Greatest Albums of All Time* (by women) list, Time magazine has named her one of the *100 Most Influential People* in the world, and she is Billboard's youngest-ever *Woman of the Year* and the only artist to have been awarded this honor twice. Taylor has career record sales in excess of 30 million albums and almost 80 million song downloads worldwide, and has had singles top both the pop and country radio charts around the globe. Taylor's album RED, released almost two years ago on Big Machine Records, has sold more than 6 million copies worldwide to date, including more than 1.2 million copies in the U.S. in its first week, scoring the highest first-

week sales debut of any album in over a decade. Taylor is the only female artist in music history (and just the fourth artist ever) to twice have an album (2010's *Speak Now* and 2012's *RED*) hit the 1 million plus first-week sales figure. "Shake It Off" is the first single off her fifth studio album *1989* (Big Machine Records), which will be released on October 27, 2014. The single has topped Billboard's Pop, HotAC and Hot 100 charts and has already earned double Platinum-status by the RIAA for exceeding sales of two million downloads.

**The Coca-Cola Company**

**Abby Todd**, 404-676-5873

[atodd@coca-cola.com](mailto:atodd@coca-cola.com)

Source: The Coca-Cola Company