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Coca-Cola Captures Passion for Celebration in New Global Commercials for 2010 FIFA World Cup(TM)

Celebration-themed Spots Include Music by K'NAAN and FIFA World Cup(TM) Legend Roger Milla

ATLANTA--(BUSINESS WIRE)-- It has become an iconic moment in world sport -- a footballer has just scored a goal and, with a spontaneous release of emotion, begins to celebrate the triumph. That moment, celebrated both on and off the pitch, is captured in new advertising from Coca-Cola as part of its global marketing campaign to support its sponsorship of the 2010 FIFA World Cup(TM) South Africa.

The lead television commercial, titled "History of Celebration," is inspired by the legendary 1990 FIFA World Cup hero and how he changed the world of football goal celebrations forever with his iconic corner flag dance. The spot opens with actual footage of Milla's goal and subsequent dance celebration. The action continues with a montage of players showing off their moves, representing the evolution of goal celebrations that continues to this day. A smiling Roger Milla, next seen in the stands watching the action and drinking a Coca-Cola, nods in approval of today's goal celebrations motivated by his dance.

"Our entire football campaign was designed to amplify the global 'Open Happiness' campaign for Coca-Cola," said Emmanuel Seuge, group director, worldwide sports and entertainment marketing, The Coca-Cola Company. "By tapping into the joyous feelings that are expressed in goal celebrations we bring to life that moment of happiness and uplift that is at the heart of our brand."

Another spot, done in animation, "Quest", follows the journey of a young footballer playing the game on a dusty lot in Africa. As he plays, he is seeking to find his own celebration. In his quest he encounters and interacts with animated versions of other players and "robots" all with their own celebration styles. Finally, after being refreshed by a Coca-Cola, he realizes that the inspiration for his celebration is within himself and he rushes to a corner flag. His celebration, though not seen, is obviously memorable as the other players watch as the glow of fireworks illuminates their wide-eyed wonder at his performance.

A third advert, "Border Crossing," was created in support of the FIFA World Cup Trophy Tour by Coca-Cola, a program that is currently taking the real FIFA World Cup to 83 countries around the world. In the spot, a Coca-Cola delivery truck is stopped at a border crossing by serious guards who want to inspect the contents of the vehicle. As they climb into the back of the truck and close the doors behind themselves, the driver can only watch as the entire lorry begins to rock. Inside, the guards have found the FIFA World Cup trophy and are jubilantly dancing, cheering and photographing themselves with the supreme icon of football glory. After refreshing themselves with a Coca-Cola they return to their somber appearance and allow the driver to continue his route.

All three spots feature a music soundtrack created by hip-hop artist K'NAAN. The Somali-born musician recorded an uplifting song "Wavin' Flag - Coca-Cola Celebration Mix" that serves as the anthem for the entire Coca-Cola campaign. K'NAAN is currently performing the song live at select stops of the FIFA World Cup Trophy Tour by Coca-Cola.

The spots are just one aspect of a fully integrated marketing campaign that will reach consumers through in-store displays, packaging, music, experiential and digital programs in more than 150 countries around the world. The commercials, featuring a celebratory theme and connection points to Africa, are an extension of the current Coca-Cola global marketing campaign "Open Happiness."

The television commercials, created by creative agency SANTO, have begun to air in multiple countries around the world. They will continue to run in the months leading up to the 2010 FIFA World Cup and during the tournament itself. The campaign spots will reach audiences in nations with well-established football passion such as England and Brazil as well as markets where there is a growing interest in the sport such as India and the United States.

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. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

NOTE TO EDITORS: Media can retrieve digital photos and other artwork to accompany this story including stills and behind-the-scenes photos of the shoot by visiting the Press Center area at www.thecoca-colacompany.com/presscenter/presskit_fifa_ads2010.html.

Source: The Coca-Cola Company