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THE  COMPANY

Marvel's Ant-Man and The Incredible Hulk Clash for the First Time in an Epic Battle for Coca-Cola's Mini Can

Sometimes you just want a little Coca-Cola

ATLANTA--(BUSINESS WIRE)-- This evening, millions of viewers witnessed a David and Goliath-style brawl between Super Heroes for the ultimate prize – an ice-cold Coca-Cola Mini Can. Debuting during the Big Game's second quarter, the 60-second ad gave viewers something small to consider as Coca-Cola reintroduced its 7.5-ounce Mini Can to America.

Coca-Cola's advertisement – ["Coke Mini"](#) – was developed in collaboration with Marvel and featured two of the world's most popular Super Heroes – The Incredible Hulk and the tiny, yet astonishing Ant-Man. In the spot, the diminutive Ant-Man, voiced by actor Paul Rudd, attempts to swipe a Coca-Cola Mini Can from the refrigerator in Dr. Bruce Banner's lab, only to be caught by the doctor mid-heist. In a fit of rage, Banner turns into Hulk and chases the tiny hero through busy city streets. Ultimately cornered, Ant-Man surrenders the Mini Can, but not before helping Hulk, whose fingers are too large to open the Coca-Cola Mini Can. Clearly friends, not foes, The Hulk and Ant-Man enjoy a little ice-cold Coca-Cola refreshment – and a special moment together – as the sun sets over a sweeping cityscape. "Sometimes you just want a little Coca-Cola" closes the spot, which fades to black, marking the kickoff of a virtual hunt for limited edition, Marvel-themed Coca-Cola Mini Cans.

"Trends in the U.S. are driving smaller package sizes. This ad recognizes the trends and celebrates our smallest pack, the Coca-Cola Mini Can," said Emmanuel Seuge, Senior Vice President, Content, Coca-Cola North America. "Coca-Cola's 'One Brand' strategy puts the irresistible taste and feeling of an icy-cold Coca-Cola at the center of our storytelling. There is no better partner than Marvel, and no better platform than the Big Game, to bring this story to life in an epic and meaningful way – for the fans and for our brand."

The airing of "Coke Mini" kicks off a virtual hunt for Marvel-themed Coca-Cola Mini Cans, which feature six of the world's best-known heroes – Hulk, Ant-Man, Black Widow, Captain America, Iron Man and Falcon. Each day through February 14, Coca-Cola will release hidden clues (known as "Easter eggs") through its social media accounts, including Facebook, Twitter, Instagram, YouTube and Snapchat. Each individual "Easter egg" will unlock a limited number of cans and provide young adults direction for the chance to obtain a limited edition six-pack of their own. Marvel-themed, limited-edition Coca-Cola Mini Cans are not available for sale in retail outlets – and only available while supplies last.

"Americans are looking for greater variety from their beverages, and we're helping shape consumer choice through smaller packaging options," said Andy McMillin, Senior Vice President, Coca-Cola Trademark, Coca-Cola North America. "Smaller packages are a top priority for us in 2016, and so is making people more aware of the variety of choices they have across the entire Coca-Cola Trademark. 'Coke Mini' is an early example of our

commitment to smaller packages. The partnership with Marvel is a bold and entertaining new way to drive home the choice of smaller packaging options available in our portfolio.”

This is the 10th consecutive year Coca-Cola commercials have appeared during the Big Game broadcast. Coca-Cola worked with Wieden + Kennedy (in Portland, Ore.) and Disney to create “Coke Mini.”

“Teaming up with Coca-Cola for such an exciting project on a larger-than-life stage is just the beginning of a broader partnership,” said Mindy Hamilton, SVP, Global Partnerships, Marvel. “As we build up to the release of Marvel’s ‘Captain America: Civil War,’ we look forward to celebrating both brands by creating some truly special moments for fans throughout the year.”

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® 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, 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.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. © 2016 MARVEL

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