


January 31, 2020

THE *Coca-Cola* COMPANY

Coca-Cola Energy Invites Fans to ‘Show Up’ to the Big Game

Coca-Cola Teams Up with Jonah Hill and Martin Scorsese to Launch Latest Innovation on America’s Biggest Advertising Stage

ATLANTA--(BUSINESS WIRE)-- Coca-Cola is bringing the energy to the Big Game broadcast on Sunday, Feb. 2, with a star-studded ad celebrating the launch of Coca-Cola Energy – the first-ever energy drink under the brand in the United States.

 Jonah Hill drinks a Coca-Cola Energy to give him the energy he needs to "show up" to the party with Martin Scorsese. (Photo: Business Wire)

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Starring Oscar and Golden Globe-winning filmmaker and actor Martin Scorsese and producer, director and actor Jonah Hill –

with a cameo appearance from Grammy-nominated hip-hop artist YBN Cordae – the spot titled, Show Up™, highlights a familiar dilemma: You’ve made plans, but when it’s time to go out, will you have the energy to #ShowUp?

The 60-second spot showcases the simple, but powerful invitation to try new Coca-Cola Energy – for the energy you want with the taste you love. It infuses humor into an all-too-common scenario of waiting with bated breath as those dreaded dots – “...” – linger on your phone and beg the question: Will they or will they not #ShowUp?

“I love working with Marty and all the energy he brings on set,” said Jonah Hill. “I was thrilled and excited to do this with him.”

Show Up™ follows Scorsese as he arrives at a party, only to find his partner in crime, Hill, isn’t there yet. When Scorsese texts Hill to ask where he is, Hill debates whether to join him. While Scorsese eagerly waits for Hill to arrive, he awkwardly realizes he’s not even properly dressed for the costume party. Will he or won’t he -- the world anxiously waits to see if Hill will find the Energy to “Show Up.”

“Big news from Coca-Cola merits a big stage,” said Geoff Cottrill, senior vice president of Strategic Marketing for Coca-Cola. “We saw the Big Game as the perfect platform to promote the launch of Coca-Cola Energy through the lens of a common situation among friends. Once we defined the insight about how friends debate whether to ‘Show Up,’ Jonah Hill was the first name that came to mind. A modern-day Renaissance man, his personality and positivity were the perfect fit. And when we asked him who he’d want to ‘Show Up’ in the spot with him, he immediately suggested his good friend Martin Scorsese, who made our story that much better. We couldn’t be bigger fans of both iconic actors.”

Watch the full 60-second ad [here](#).

#ShowUp Monday

Coca-Cola is extending the push to “show up” beyond the Big Game to Monday morning when an [estimated 17.5 million weary Americans may not show up for work](#). Through a collaboration with Amazon, the Amazon Alexa Coca-Cola Energy Wall will distribute free samples to New York commuters from 7 a.m. until noon ET on Monday, Feb. 3 at Grand Central Terminal in Vanderbilt Hall, and Amazon Treasure Trucks will do the same in 29 U.S. cities. Amazon Alexa users also can request free samples (while supplies last) to be delivered to their homes via the voice command: "Alexa, Order Coke Energy."

Introducing Coca-Cola Energy

[As the newest extension of the Coca-Cola brand](#), Coca-Cola Energy, Coca-Cola Energy Cherry and their zero-calorie counterparts are now available nationwide in 12-oz. sleek cans. All four varieties include 114 mg of caffeine per 12-oz. serving, plus guarana extracts and B-vitamins – giving fans both the boost they want and the refreshing, uplifting Coke taste they love.

“As a total beverage company, The Coca-Cola Company is constantly looking for ways to evolve and innovate our product portfolio and bring people the beverages they want,” said Jaideep Kibe, vice president of Coca-Cola Trademark, Coca-Cola North America. “Coca-Cola Energy was developed by listening and responding to consumers who are telling us they want a Coca-Cola energy drink that fits into their lifestyles and routines.”

Show Up™ was created by Wieden+Kennedy (Portland) and produced by Smith & Jones Films (Los Angeles). For more information and additional visuals on Show Up™, visit our website at www.coca-colacompany.com.

* Super Bowl Fever May Sideline Record 17.2 Million Workers on Monday, The Workforce Institute at Kronos Incorporated, Jan 30, 2019.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. In addition to the company’s Coca-Cola brands, our portfolio includes some of the world’s most valuable beverage brands, such as AdeS soy-based beverages, Ayataka green tea, Costa coffee, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We’re also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at www.coca-colacompany.com and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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Source: The Coca-Cola Company