

May 28, 2010



Coca-Cola "Happiness Machine" Wins Top Honors at the 2010 CLIO Awards

Coke Vending Machine Delivers Coke and a Smile, Recognized for its Innovative Concept and Execution

ATLANTA--(BUSINESS WIRE)-- Since January 12, 2010, hidden camera footage of smiling students getting more than they bargained for from a Coke vending machine has been viewed by more than 2.2 million people on YouTube. Last night, the Coca-Cola "Happiness Machine" was awarded CLIO's prestigious Gold Interactive Award at the 51st annual awards dinner held in New York City. A CLIO award is one of the world's most recognized industry accolades for advertising, design and communications.

The ["Happiness Machine" video](#), the result of a collaboration between Coca-Cola and integrated interactive marketing agency Definition 6, features a Coca-Cola vending machine transformed to deliver surprising "doses" of happiness to unsuspecting college students. Shot on location at the Queens, NY, campus of St. John's University, the outwardly typical Coke machine, was placed in the center of the student cafeteria, in full view of five strategically placed hidden cameras. What ensued was totally unscripted.

Over 2 days of filming, the hidden cameras captured the spontaneous reactions of the students as the machine dispensed an array of goodies including, flowers, pizzas, sunglasses, a twelve-foot 'hero' sub and a seemingly never ending supply of Coca-Cola.

"Happiness is contagious. When you see people smiling, you want to smile," said Wendy Clark, SVP, Integrated Marketing Communications and Capabilities, The Coca-Cola Company. "This human truth is at the heart the idea. In the video, you see genuine surprise and delight on the students' faces when they interact with the Coca-Cola 'Happiness Machine' and witness the generosity that ensues as they come together to share in the moments of happiness. It is such a simple yet compelling concept and one that so accurately portrays Coca-Cola for what it ultimately is; one of life's simple pleasures."

Earlier this week, the "Happiness Machine" video reached its biggest audience yet as a 30-second edit of the footage debuted during American Idol's season finale.

"Coke's goal to inspire consumers through small, surprise moments of happiness served as the ideal creative motivation to us," said Paul Iannacchino Jr., Creative Director, Definition 6. "Our strategy was to deliver doses of happiness in an unexpected, innovative way to engage not only the students, but the audience at large. Whether you were present during the shoot or experiencing the event online, our goal was the same - to put a smile on your face and share that emotional connection."

The "Happiness Machine" video is part of Coca-Cola's global integrated marketing campaign, "Open Happiness," which invites people around the world to bring positivity, optimism and fun into their lives. Launched in 2009, at the core of the campaign is the message to consumers to open a Coke and share a little happiness.

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(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater(R), POWERADE(R), Minute Maid(R), Simply(R) and Georgia Coffee(R). 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.

About Definition 6

Definition 6 is an integrated interactive marketing agency that creates immersive brand experiences that drive business results. Definition 6 collaborates with clients to help them create innovative and measurable customer experiences across all media channels, leading strategy and creativity with insight and imagination. From eCommerce and website design, to rich media and interactive marketing applications, Definition 6 helps clients such as VeriFone, Cox, La Quinta Inn & Suites, Mitsubishi, and Wendy's/Arby's Group to bridge the gap between marketing and technology. For more information, visit <http://www.definition6.com>.

About The CLIO Awards

The CLIO Awards is one of the world's most recognized awards competitions for advertising, design and communications. The CLIO Awards has maintained its original commitment to celebrate and reward creative excellence, honoring a powerful form of communication and its impact on modern culture. At the same time, the CLIO Awards remains focused on evolving with the industry in order to acknowledge the most current, breakthrough work. To this day, CLIO's iconic statue is the most widely recognized and coveted symbol of the industry's creative accomplishments.

Stay informed. Subscribe to receive the latest news from The Coca-Cola Company at <http://feeds.feedburner.com/NewsFromTheCoca-ColaCompany>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6308591&lang=en>

Source: The Coca-Cola Company