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Coke Zero™ Brings Drinkable Commercials to Football and Enters Year Three with ESPN's 'College GameDay'

Coke Zero celebrates third year of partnership with largest fully integrated campaign yet, to get fans even more excited for game day through drinkable advertising

ATLANTA--(BUSINESS WIRE)-- Coke Zero™ is bringing its first-of-its-kind drinkable marketing campaign to the football field, giving fans a chance to try delicious and refreshing zero-calorie Coke Zero through multiple innovative avenues. This season, Coke Zero is expanding the "You Don't Know Zero 'Til You've Tried It"™ campaign through a fully integrated drinkable campaign using multiple broadcast spots, traditional media, digital, out-of-home, retail, social media engagement and the most popular pre-game show on television — ESPN's *College GameDay Built by The Home Depot*.

To kick off the third year of its partnership with ESPN *College GameDay*, Coke Zero is returning to college football with Section Zero — now, a Saturday staple, and the most coveted seat for the ultimate fan. At each campus ESPN *College GameDay* visits, Section Zero will treat 50 fans to premium seating and a chance to see ESPN *College GameDay's* newest cast member, Rece Davis! Students can gain access to Section Zero by showing their school spirit on game day and participating in a few classic tailgate games on campus. Those fans not on campus can experience the fun of Section Zero by tuning in to the show nationwide, or by following @CokeZero on Twitter and Instagram.

"Coke Zero fuels the most passionate college fans throughout the season, allowing them to enjoy the ritual of watching ESPN *College GameDay* on television or — if they're lucky — in person," said Racquel Mason, Vice President, Coca-Cola & Coca-Cola Zero. "Section Zero was created to offer the pinnacle viewing experience, and by posting social content from this premium section, we can show fans at home that Section Zero truly has the best seats in the house at ESPN *College GameDay*."

Along with Section Zero, Coke Zero's 23,000-pound, 26-by-36 foot drinkable billboard will be making an appearance this season at a few ESPN *College GameDay* campuses. After running through a giant contour bottle and 4,500 feet of straw tubing that spells out "Taste It," ice-cold Coke Zero is dispensed through a free sampling station to thirsty fans.

Football fans around the country, watching the game from their homes, will also have the chance to try Coke Zero – for free! The "You Don't Know Zero 'Til You've Tried It" campaign will bring 11 spots to football, and for the first time ever, includes drinkable commercials with the ESPN *College GameDay* crew. Three :30 spots will feature a mix of Lee Corso, Rece Davis, Kirk Herbstreit, Desmond Howard and David Pollack, and will provide a behind-the-scenes look of the guys prepping for an ESPN *College GameDay* show. Viewers should have their mobile devices ready: as they watch a delicious Coke Zero pour from a glass contour bottle, they will be asked to open the Shazam app to redeem a mobile coupon for a free 20-ounce bottle of Coke Zero at participating retailer locations. Three more :30 spots

will feature Herbstreit, Howard and Corso describing their first time trying a Coke Zero, and the last four spots (three :15s, one :30) will pair delicious imagery of Coke Zero product with iconic sounds of the game.

The original Drinkable Commercial, which debuted during the NCAA® Men's Final Four® weekend, will launch "You Don't Know Zero 'Til You've Tried It" campaign's expansion into college football, and can be seen nationally on September 5th on ABC, NBC and online.

"ESPN *College GameDay* vividly conveys the excitement of being on campus before the big game, and a focal point for that excitement will be Section Zero, for those at the event. For all of those who are not in Section Zero, our 'drinkable' commercials make it fun to try the delicious, ice-cold refreshment of Coke Zero," said Ivan Pollard, Senior Vice President, Connections and Assets, Coca-Cola North America. "Thinking how fans consume college football on multiple screens at once, we worked hard to make our broadcast and digital experiences intertwine wonderfully to surprise and delight fans during ESPN *College GameDay* all the way through to watching the games themselves."

Football fans on campus can also try Coke Zero through additional innovative drinkable elements, including:

- **Drink Me! Drinkable Jersey**
  Select students will be given a Drink Me! Drinkable Jersey, which will feature their home team colors and a logo that can sync with the Shazam app. Fans will be encouraged to Shazam the logo to get a free 20-ounce bottle of Coke Zero at participating retailer locations.

- **Coke Zero Sip-Off Drinkable Challenge**
  Fans from opposing teams can prove their dedication to their team, and attempt to finish a virtual Coke Zero before the other. The microphone on their smartphone becomes a straw, and as if by magic, the Coke Zero on their screen disappears with each "sip" they take. The winner will get a free 20-ounce bottle of Coke Zero (at participating retailer locations) and other great prizes.

Throughout the college football season, Coke Zero will share social content from ESPN *College GameDay*, straight from the fans sitting in Section Zero. Each week, drinkable social content will be shared, giving fans online another chance to use their Shazam app to receive a free 20-ounce bottle of Coke Zero. Don't miss any of the excitement by following @CokeZero on Twitter and Instagram, and joining the conversation with #sectionzero.

Coke Zero's drinkable advertising campaign was developed in partnership with Ogilvy & Mather New York, one of the largest marketing communications agencies in the world.

About *College GameDay Built by The Home Depot*

Entering its 29th season and 23nd of originating from a game, ESPN's *College GameDay* won the Sports Emmy in 2015, 2014, 2011, 2010 and 2008 for best weekly studio show and was the recipient of the 2006 Outstanding Contributor to Amateur Football Award, given by The National Football Foundation & College Hall of Fame Awards Committee. Hosted by first-year host Rece Davis, *GameDay* analysts include two-time Sports Emmy winner (2010 & 2011) for best studio show analyst Kirk Herbstreit, former coach and player Lee Corso, Heisman Trophy winner and Super Bowl MVP Desmond Howard and former University of Georgia football All-American David Pollack. Samantha Ponder, Tom Rinaldi and Gene Wojciechowski serve as contributors.

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.

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