

Our Spectator Sports

Coca-Cola® Experiences Are Tickets To Excitement At Olympic Games



Just as the long-time partnership of Coca-Cola with the Olympic Games has grown and evolved, the engaging, participatory activities we have created for fans also have greatly expanded, to enhance the total experience of this incomparable, global event. For each edition of the Olympic Games, we are intensely focused on devising new ways to invite more consumer involvement, deliver exciting and unforgettable memories, and share the meaning of living Olympic with as broad an audience as possible.

During the Olympic Games of recent years, we have brought forth an unparalleled array of fun-filled, often-interactive programs that give guests a genuine taste of the competition, a behind-the-scenes sense of the magnitude of the Games, a firsthand connection with the athletes and their inspiring stories, and a stronger emotional bond to this distinctive celebration of humanity. In simplest terms, the atmosphere at the Olympic Games is awesome, and we take pride in our creative ability to refresh and personally link all consumers – regardless of whether or not they have tickets to the athletic events – with this joyful occasion and its aura of optimism.

The Extra Touches

Coca-Cola has been sharing the Olympic Games experience with people from around the world for decades, always seeking to provide the extra touches that make fans feel they are a special part of this unique event. For instance, as far back as the 1932 Olympic Games, we dressed our team of more than 200 teenage servers in white gloves as they tended to thirsty spectators at the Los Angeles Coliseum.



High-tech refreshment for the modern Olympic Games.

At the Melbourne 1956 Olympic Games, our Australian bottlers distributed more than 100,000 trademarked visors, to provide spectators some relief from the sun. And in 1968, we outfitted Coca-Cola servers at Olympic Games venues in Mexico City with novel backpack dispensers, prompting some fans to regard them as “astronauts.”

Today, many of the experiences we provide people at the Olympic Games occur as much outside the official venues as they do inside – another tradition with roots that go way back. In conjunction with the 1952 Olympic Winter Games in Norway, our bottlers provided Oslo residents with their first look at a helicopter. The aircraft initially was used in a fund-raising effort for Norwegian athletes and then to help local police direct traffic during the latter part of the Games.



During the Rome 1960 Olympic Games, Italian bottlers of Coca-Cola presented thousands of athletes, officials, media and spectators with an original, 45-rpm recording of the favorite song of the day, "Arrivederci Roma." Four years later, we were contributing special street signs and liberally handing out guide maps, sightseeing information and an indispensable Japanese-English phrase book for visitors to the Tokyo 1964 Olympic Games.

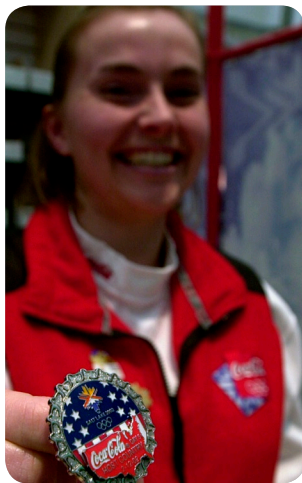
For visitors to the Los Angeles 1984 Olympic Games, we sponsored special pop concerts at the Universal Amphitheater and put precious artifacts from the U.S. Olympic Hall of Fame on public display at the California Museum of Science and Industry, near the L.A. Coliseum. Meanwhile, our series of collectible, commemorative cans of Coca-Cola featuring official Olympic Games mascot Sam the Eagle marked the first time in Company history that product packaging for Coke featured a character or sported colors other than the traditional red and white for the brand.



Our special bond with the Games, showcased through the years.

Today, it is unusual if fans do not encounter the popular Coca-Cola Polar Bear at the Olympic Winter Games. The lovable mascot featured periodically in our advertising made one of its first public appearances at the Lillehammer 1994 Games in Norway and has been a regular attendee since then, enchanting spectators from ski slope to street corner.

While the entertainment and engaging diversions we have provided fans when they were not attending actual Olympic Games events have come in all shapes and sizes, some specific programs stand out as milestones in our unwavering quest to share more experiences and the Olympic Spirit with an ever-widening audience around the world.



Classic collectibles: Coca-Cola pins are definitive souvenirs of the Olympic Games.

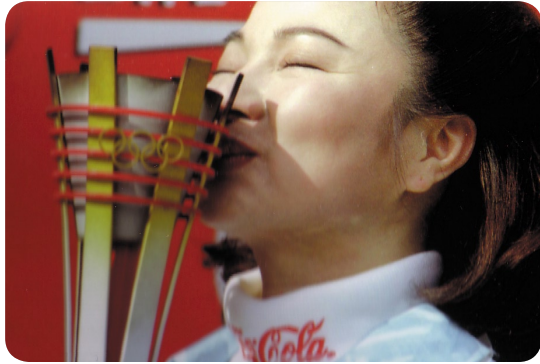
Pin Trading: "The No. 1 Spectator Sport"

Beyond the actual athletic competitions, there is perhaps no other activity drawing as much fan interest at the Olympic Games than the fascinating pastime of pin trading. Since the 1980s, the sight of athletes, officials, media, visitors, residents and even local shopkeepers all wearing and trading various Olympic Games lapel pins in the host city has become so prevalent that the hobby has unofficially become "the No. 1 spectator sport of the Olympic Games."

The Calgary 1988 Olympic Winter Games marked the debut of our Coca-Cola Official Olympic Pin Trading Centers, which have been popular fixtures at every Olympic Games since then. Learn more about the history and allure of Olympic pins by reading our [Pin Trading](#) piece.



Sharing The Flame: The Olympic Torch Relay



Thousands of people around the world have carried the Olympic Flame through Coca-Cola programs.

One of the most dramatic new chapters in our overall history with the Olympic Games started writing itself in 1992. Since then, we have been able to involve thousands more citizens in the experience of the Olympic Games, even when they are living oceans away.

In Spain, we brought together 150 citizens from more than 50 nations to participate in the Olympic Torch Relay for the Barcelona 1992 Olympic Games. The International Olympic Torchbearers Program, Sponsored by Coca-Cola, marked the first time people from other countries participated in the host country's Torch Relay.

This new program set a precedent for the time-honored Olympic Torch Relay, but there were many more to follow. The Coca-Cola Company has been involved with the Olympic Torch Relay for nearly every Olympic Games since then, including the first Relay to circle the earth, for the Athens 2004 Olympic Games. We have played an active role in the selection of thousands of torchbearers from around the world, as well as the staging of local celebrations – with a collective audience in the millions – along the historic routes traveled by the Olympic Flame.

For the Beijing 2008 Olympic Games, Coca-Cola is again co-presenting the Olympic Torch Relay – the second Relay in the history of the Olympic Games to travel around the globe.



The Coca-Cola International Olympic Torchbearers Program was a breakthrough in Olympic Games tradition.

Learn more about our support for this highly revered Olympic Games tradition in our [Olympic Torch Relay](#) piece.

Visitors to our Atlanta hometown also can view remarkable collections of authentic Olympic Torches and Olympic pins at the New World of Coca-Cola attraction, downtown at Pemberton Place (www.worldofcoca-cola.com).



Our Experiences Go Interactive

Since the 1990s, the activities we have offered consumers at the Olympic Games have escalated substantially. When the 1996 Olympic Games unfolded in Atlanta, Coca-Cola put out the welcome mat to significantly enhance the fan experience in a participatory, festival-like atmosphere. The centerpiece to our entertainment programs was Coca-Cola Olympic City, a specially created, interactive venue within the downtown “Olympic Ring.” Coca-Cola Olympic City, along with our Coca-Cola Official Olympic Pin Trading Centers, Coca-Cola Refreshment Plaza and the Coca-Cola Olympic Salute to Folk Art Exhibit, became central gathering places visited by hundreds of thousands of people.

The 12-acre Coca-Cola Olympic City theme park, next to Centennial Olympic Park, featured nearly 20 attractions and special events, including: a high-tech games area enabling fans to test their athletic abilities in interactive challenges against Olympic heroes; a virtual medals ceremony that included photo mementos; an 800-seat amphitheater for live entertainment; a surround-sound theater for multi-screen viewing of an inspirational film about the Olympic Games; sports demonstrations and clinics hosted by athletes and coaches; daily opportunities to meet Olympians and get autographs; an exhibit of one-of-a-kind artifacts from the Olympic Museum in Switzerland; a children’s play area; and an international food pavilion.



Coca-Cola Olympic City at Atlanta 1996.

The Coca-Cola Olympic City site in Atlanta is now the home of the [New World of Coca-Cola](#), which opened in May 2007. The original World of Coca-Cola pavilion during the Olympic Games in 1996 was an anchor to Coca-Cola Refreshment Plaza, located at Underground Atlanta and just blocks from Centennial Olympic Park. Coca-Cola Refreshment Plaza was a café-style, outdoor setting that provided visitors a momentary break from the nonstop action during the Games. It also hosted big-screen viewings of official TV coverage.

Adjacent to the plaza, within the historic Georgia Freight Depot, was a Coca-Cola Official Olympic Pin Trading Center and the specially produced Coca-Cola Olympic Salute to Folk Art Exhibit. The international exhibition celebrated artistic traditions interpreted on a common canvas: the trademark Coca-Cola® contour bottle. The show featured the work of folk artists from more than 50 countries who used indigenous materials to express the culture and heritage of their native lands. Their handcrafted, three-dimensional bottle sculptures ranged from two feet to 12 feet tall.

Throughout the Atlanta region, more than 30 cooling pavilions rejuvenated residents and guests during the 1996 Olympic Games. These “Coca-Cola Fan Refreshers” sprayed cool mists that reduced temperatures under the South’s summer sun by approximately 20 degrees fahrenheit.





At the Nagano 1998 Olympic Winter Games, along with the familiar Coca-Cola Official Olympic Pin Trading Center and its red-hot "Pin of the Day" series, we created a new Fan Plaza at bustling Nagano Station to provide refreshment, merchandise and interactive entertainment for people arriving in the host city. And for the first time at any Games, we served fans with both hot and cold ready-to-drink beverages – utilizing a breakthrough mobile backpack technology to dispense a full range of winter refreshments. Twenty outdoor GEORGIA® Coffee "Hot Zones" – shaped as oversized, 2.8-meter-high cans of the product with heating elements on top – also provided visitors a warm oasis near outdoor sports venues and in other chilly locations.

In addition, a dedicated, bilingual Coca-Cola Web site gave Internet users an online experience of the Olympic Winter Games that included challenging winter sports simulations; Olympic Games history and trivia; a virtual tour of Nagano attractions, restaurants and night spots; Olympic Torch Relay updates and features; visits to the Coca-Cola Radio studios, our Pin Trading Center, and a Japanese bottling plant; and online souvenir shopping.

In 2000, local enthusiasm was at fever pitch for the return of the Olympic Games to Australia after 44 years. To involve more residents – and especially youth – on the huge island continent in the excitement of the Opening Ceremony, we staged Coca-Cola RedFest celebrations in the capital cities of Sydney, Melbourne, Brisbane, Adelaide and Perth. The five simultaneous viewing parties, hosted by Coca-Cola South Pacific, were filled to capacity and gave 90,000 Australians who did not have tickets or lived far away from Sydney the chance to experience live, big-screen presentations of the opening night pageantry for the Olympic Games, while also enjoying headline musical acts, dance troupes, circus-style entertainment, celebrity appearances, an international food fair, rides and more.

Also new on our menu for the 2000 Olympic Games were "Coca-Cola Olympic Club: Sydney" and the "Powerade-Aquarius Training Camp" – two similar, specially tailored experiences for nearly 300 teens from around the world. Both programs offered the young participants unique, behind-the-scenes Olympic Games exposure, including use of state-of-the-art, Olympic Games-style facilities, tickets to Olympic Games events, visits with Olympians, and tours of Sydney's attractions and Olympic venues. In demonstrating to teens what it is like to be an Olympic athlete, Powerade-Aquarius Training Camp also featured sports clinics with athletes and coaches.



Entertaining fans at "Coca-Cola Live" during Salt Lake 2002.

Coca-Cola *On The Ice* In Salt Lake City

During the Salt Lake 2002 Olympic Winter Games in Utah, more than 700,000 people connected with our interactive and entertainment experiences in Salt Lake City and Park City, which included our Pin Trading Centers and an all-new attraction called Coca-Cola *On The Ice*. Similar to the drawing power of Coca-Cola Olympic City in summer 1996, the Coca-Cola *On The Ice* winter sports adventure in 2002 became a fan focal point outside competition venues.

Located in Salt Lake Olympic Square, the indoor, 20,000-square-foot *On The Ice* attraction featured high-tech, winter sports simulations and plenty of crowd action, so guests could experience first-hand the thrill of competition, as well as the emotion of receiving a medal on the victory stand. The life-sized rinks and tracks included a 110-foot luge course with a 90-degree turn, a 50-foot-long sheet of ice for curling, a bobsleigh on a 45-foot track, and a 480-square-foot hockey rink. Visitors participated in qualifying heats, championship rounds and special award presentations. *Coca-Cola On The Ice* also provided scoring updates from Olympic Games events, surprise appearances by athletes, and modified photo email kiosks.



High-tech sports thrills have become a popular feature of our Games-time attractions.

"Coca-Cola Live" multimedia shows and interviews with Olympic Games legends enhanced entertainment for Pin Trading Center visitors, while our multicultural Coca-Cola Ambassadors – hailing from five continents and speaking some 20 languages – provided an extra-warm reception and helped unite people from around the globe.

Fans in cyberspace also kept track of the Olympic Torch Relay and Salt Lake Games through dedicated Coca-Cola Web pages that recorded well more than 1 million visitors. Meanwhile, we extended the experience of the Games into local communities like never before. For the first time during an Olympic Games, we sent roving Fan Vans throughout the region, as part of a distinctive program to reward local residents. The specially decorated Fan Vans made unannounced visits to surrounding Rocky Mountain retail outlets and randomly surprised shoppers with two to four free tickets, plus transportation, to an Olympic Winter Games event. The program was created to give something back to local communities, especially residents who otherwise did not have a chance to attend the Games.

We also created a homegrown contest for residents of Summit County, Utah, to nominate local youth who were community role models and epitomized the Olympic Spirit. From the winning entries, Coca-Cola displayed the faces and stories of more than 20 people along Main Street in Park City, as a way to showcase the county and its youth for visitors.



Coke O.N. Air In Athens

At the Athens 2004 Olympic Games, Coca-Cola offered an array of themed entertainment, including a healthy share of music- and youth-oriented activities based primarily at the host city's Faliron Water Plaza. The seaside location was home to two anchor programs created locally – the Coca-Cola Official Olympic Pin Trading Center and the youth-driven, multimedia *Coke O.N. Air* – as well as the studios of Coca-Cola Radio.

With *Coke O.N. Air*, a first-time program, Greek youth made their own statements about the Athens 2004 Olympic Games experience and shared them with peers through a pioneering, specially created communications network of media favored by young people – television, radio, mobile telephone and the Internet.

Developed through Greek media and telecommunications partnerships, *Coke O.N. Air* during the Games originated from the Water Plaza booths of "Coca-Cola Red Studio" TV and "Village FM 88.3 Coca-Cola Radio." It provided 18 hours of daily programming, including eight hours of live shows. A selection of *Coke O.N. Air* video and text content also could be accessed by mobile phone, while Games-related information and forums for youth were hosted on Web pages created by Coca-Cola Greece.

Youth were both the target audience and the primary content providers for *Coke O.N. Air*. In the months preceding the Athens 2004 Olympic Games, Coca-Cola invited young Greeks to shoot homemade videos about their personal lives, their friends, their favorite activities and what the Olympic Games meant to them. A variety of other *Coke O.N. Air* segments included youth-oriented interviews; news and sports features; entertainment information; music videos; concerts from the Water Plaza; a "Coca-Cola Street Beat" focus on music trends by Greek partner MAD TV; and reports from the lively party scenes around Athens during the Olympic Games.

Not missing a beat, Coca-Cola in Greece also collaborated with famed Greek composer Phoebus (aka Phevos) to create thematic music embracing the spirit of our programs for the Athens 2004 Olympic Games and conveying the vibrancy of young Greeks to the rest of the world. The first result was "Paralos," a pulsating instrumental composition rooted in Greek culture. The song was followed quickly by "Come Along Now," a celebratory offshoot of Phoebus' original "Paralos" melody that was performed by Greek pop icon Despina Vandí.

"Paralos" and "Come Along Now" were heard extensively by audiences in Greece and around the world during the global Athens 2004 Olympic Torch Relay Presented by Coca-Cola, and Vandí's "Come Along Now" single went gold and topped the national airplay charts in Greece. The two music versions, along with a third "Come Along Now Dance" remix, were an unmistakable part of the sounds of Athens during the 2004 Olympic Games.



Youth-driven "Coke O.N. Air" programs gave Greek youth a special voice during Athens 2004 Olympic Games.



The Coca-Cola Company

In addition to the expansive youth and music programs, a copper sculpture of an olive tree representing the values of the Athens 2004 Olympic Games was commissioned by Coca-Cola in Greece for placement in the Faliron Water Plaza entertainment venue. Local residents, international visitors, officials and others were invited to have their personalized, bronze leaves hung on the sculpture. We subsequently contributed the monument to the City of Athens as part of the environmental legacy of the Games. The sculpture, called "Olive Tree, the Tree of Athens," was created by artist Aggelos Panagiotides.

Living Olympic In Torino

In 2006, our worldwide Coca-Cola system rolled out a variety of marketing activities inviting consumers to get caught up in an atmosphere of optimism and happiness for the [Torino 2006 Olympic Winter Games](#).

In the host country, programs from Coca-Cola Italy built nationwide excitement throughout the countdown to the Games. We were encouraging Italians to "Get Caught Living Olympic" and conducted an assortment of local promotions that featured commemorative talking cans, the Coca-Cola Polar Bear, automobile prizes and valuable event tickets. A special section on our [Italian Web site](#) featured a historical Olympic Games timeline and a complete Torino 2006 competition calendar, as well as daily Olympic Torch Relay updates and torchbearer features and photos.



"Living Olympic" in Torino's Piazza Solferino.

During the Torino 2006 Olympic Winter Games, the fully integrated campaign included customized advertising and outdoor messages; a specially created anthem; and (in Torino's Piazza Solferino) the Coca-Cola Official Olympic Pin Trading Center, historical exhibits, and several entertainment elements from the pre-Games Olympic Torch Relay celebrations, such as sports simulators, video game and photo kiosks, and a postcard email booth. Throughout the Torino area, mobile "Coca-Cola Cruisers" provided fans free commemorative beverage products, while the Coca-Cola Polar Bear and young Coca-Cola Ambassadors (drawn from an activation team of more than 200 people from at least 20 countries) roamed the city streets and venue areas, instantaneously rewarding local residents and visitors for their "random acts of kindness."



The Coca-Cola Company

Each evening in Torino, “The Coca-Cola Award: Live Olympic” ceremony recognized outstanding individuals from around the world who express the ideals of the Olympic Games in their everyday lives (the honorees were presented original creations by renowned Italian artist Renato Missaglia). And our international [“Torino Conversations”](#) Weblog program brought standout, university-level journalism students from six countries to Torino to experience the Olympic Winter Games and local Italian culture, conduct interviews, and post their eyewitness accounts online.



Postcard from Torino 2006 Olympic Winter Games.

We’ve come a long way from simply selling ice-cold Coca-Cola within Olympic Games venues, and we cherish our particular role in delivering to spectators unforgettable, once-in-a-lifetime experiences that also inspire personal achievement and unity. Our teams are exceptionally focused on providing consumers of all ages the special moments that not only create excitement and lasting memories of the Olympic Games, but also bring people together, to make our world just a little bit better.

