



Live Olympic

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COCA-COLA and the TORINO 2006 OLYMPIC WINTER GAMES

Worldwide System Roundup

True to the spirit of the new “live Olympic” marketing platform, Coca-Cola in several countries has been demonstrating recently how everyday life can be an Olympic event.

“Live Olympic” marketing programs from Japan to the United States to winter sports hotbed Europe have been inviting consumers to get caught up in the daily atmosphere of optimism and happiness that the young campaign represents.

“There are no borders or calendars in a ‘live Olympic’ world,” says Marc Mathieu, Senior Marketing Vice President, Core Global Brands, The Coca-Cola Company. “We believe in the pervasiveness of the Olympic Spirit and its values and how they help make this planet a better place. Through ‘live Olympic,’ we’re simply suggesting, what if the Olympic Spirit came around every two seconds, instead of every two years?”

Around the worldwide Coca-Cola system, promotions and fund-raising programs surrounding the Torino 2006 Olympic Winter Games have combined opportunities for fans to get closer to their Olympic heroes and the excitement of the Games with an underlying, altruistic theme that says helping each other helps us all. A sample of activities is outlined below.

Global Advertising

Television advertising for Coca-Cola features “Ice Dance,” which shows how an optimistic and compassionate “live Olympic” spirit can be part of everyday life. In the commercial, a wintry village scene is enlivened when a route driver opens the side of his Coca-Cola delivery truck and it suddenly fills the air with music, instilling the townspeople with a “live Olympic” attitude. Pedestrians in street shoes start gliding gracefully along the icy sidewalks and avenues, and some are caught also doing simple good deeds – helping with spilled groceries, picking up litter, and offering a stranger a bottle of Coca-Cola.

When the delivery truck is shut again, the music abruptly halts, capturing the townspeople in an ice skating tableau. Cheers rise from onlookers while another group watching from a nearby café holds up scores as if at a skating competition.

“Ice Dance” is expected to run in countries including 2006 Olympic Winter Games host Italy, several other European nations, and the United States. Specially created “live Olympic” packaging and overall graphics for the Torino 2006 Olympic Winter Games have been incorporated into the global Coca-Cola program.





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Local Market Programs

In host country **Italy**, Coca-Cola has been inviting the public to “get caught living Olympic” through spontaneous good deeds, such as holding a door open for someone, helping the elderly cross the street, shoveling snow for a neighbor, or giving up your bus seat to a stranger.

Residents in host city Torino also have been exposed to the “live Olympic” vision of everyday Olympic Spirit through outdoor Coca-Cola messages such as, “If Life were an Olympic event, would you win a medal,” “Torino on your marks, get set, smile,” “Free hugging on ice,” and “Combined kissing and smiling.”

Before the Games, Coca-Cola has been encouraging Italians to “Practice your cheering, the Olympic Torch Relay is coming to your town.” The Olympic Torch Relay-Torino 2006 began Dec. 8, 2005, and concludes at the Opening Ceremony Feb. 10, 2006. The Olympic Flame has been traveling throughout the regions and provinces of Italy and its route includes parts of neighboring France, Switzerland, Austria and Slovenia.

For the Olympic Torch Relay, Coca-Cola Italy and its bottling partners developed local selection programs to help identify some of the more-than 10,000 torchbearers who have been carrying the Olympic Flame throughout the regions and provinces of Italy and also into parts of France, Switzerland, Austria and Slovenia.

As part of its Active Living initiative, Coca-Cola in Italy promoted *Scuole in Movimento* (“Schools in Motion”) – in partnership with the Torino Organising Committee (TOROC), the Ministry of Education and the Italian National Olympic Committee (CONI) – to select 412 student torchbearers from local communities around the country. In addition, a “Local Hero” project promoted by Coca-Cola and its Italian bottlers was created to bring the Olympic Winter Games closer to local communities. Through this program, another 150 torchbearers were selected via 25 local media partnerships in a corresponding number of cities.

In **Austria**, the integrated “live Olympic” campaign has featured the chance for consumers to meet and even train with their national Olympic heroes. An Internet-based “Win Your Olympic Dream” promotion also included trips to the Torino 2006 Games and chances for unique experiences, such as riding down a bobsleigh track or skiing with Austria’s downhill world champion, Hermann Maier.

In addition to commemorative Torino 2006 packaging with a snow motif, selected six-packs of Coca-Cola in Austria have included special-edition “live Olympic” bracelets, with 1 euro from each purchase donated by Coca-Cola in support of Austria’s athletes. On single-serve packages, a PIN code SMS promotion features a daily raffle of an official Olympic Winter Games mobile phone from Samsung and additional phone-related activities for every mobile participant.





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Also in Austria, “Starmania II” talent search champion Verena has recorded the song, “Live Olympic,” which consumers have been able to download at www.mycokemusic.at. Free “Live Olympic” CDs also have been available through specially marked multipack purchases. Special pages on www.mycokemusic.at include blogs from the artist, plus the “making-of” and performance video of the song. Verena unveiled the new hit on Austria’s national holiday and performed for audiences during selected stops of the Coca-Cola Christmas Truck tour, which journeyed throughout the country in November-December 2005. The truck tour, staged in conjunction with partner McDonald’s, included an exhibit of Olympic Games history and was accompanied by numerous Austrian Olympic heroes.

In **Switzerland**, promising young athletes from the Ski Valais program sponsored by Coca-Cola were invited to participate in the Olympic Torch Relay-Torino 2006 and create a diary account of their once-in-a-lifetime experiences. Also scheduled to join some of the Coca-Cola torchbearers when the Olympic Flame crossed into Switzerland near the Lake Lugano region Jan. 30 was Swiss skiing hero Pirmin Zurbriggen, the men’s downhill gold medalist at the Calgary 1988 Olympic Winter Games.

Private time on the slopes with Zurbriggen, or winter sport sessions with other Swiss athletes and coaches, have been part of Switzerland’s multifaceted “Win Winter Fun” on-pack promotion, conducted with major retailer COOP. Swiss consumers additionally have entered through the Coca-Cola program with COOP to win grand prize trips for two to either the Opening Ceremony or Closing Ceremony at Torino 2006.

In **Sweden**, Torino 2006 contender and three-time world champion skier Anja Pärson – winner of both a silver medal and a bronze medal in slalom events at the Salt Lake 2002 Olympic Winter Games – has teamed with Coca-Cola as the country’s “live Olympic ambassador.” Pärson’s inspirational “live Olympic” messages printed on product packaging have been central to Coca-Cola fund-raising support for the Swedish Youth Olympic Team.

Meanwhile, in both Sweden and **Finland**, consumers have been able to collect commemorative Torino 2006 drinking glasses and winter apparel through redemption offers in specially marked packages of Coca-Cola.

Team spirit has been the thought for the day for fans in **Belarus** and **Russia**, who were invited recently by Coca-Cola to create online “virtual cheers” for their national teams. Russian consumers also have been receiving Olympic Games-themed content for their mobile phones when they use unique, under-the-cap codes from “live Olympic” packaging to send SMS messages in support of their Olympic medal hopefuls. While all messages are being delivered to the Russian athletes in Torino, the “most-cheerful” entries at www.cocacola.ru also are being rewarded with authentic team uniforms.

Coca-Cola Russia also developed a local television spot, based on the “live Olympic” creative platform, that communicates how Coca-Cola encourages people to do good deeds and live the Olympic spirit in everyday life. The “Bobsleigh” story juxtaposes a scene of young people helping push the car of a stranded motorist with nearby, large-screen video footage of athletes pushing off in a bobsleigh competition.



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In **Japan**, where GEORGIA coffee is an official drink of the Torino 2006 Olympic Winter Games, the marketing focus has been on supporting “GEORGIANS” – young people working hard to make their dreams come true. In November 2005, Coca-Cola Japan launched GEORGIAN “Cheer-on Cans,” featuring Japanese Olympians Miki Ando (figure skating), Aiko Uemura (freestyle skiing) and Tomomi Okazaki (speed skating). Uemura finished seventh at Nagano 1998 and sixth at Salt Lake 2002, while Akazaki has competed in the three previous Olympic Winter Games and earned a silver medal at Nagano 1998.

The commemorative “Cheer-on Cans” picture the three athletes individually and as a trio and have been released in random fashion under the promotional campaign, “Choose your own path! We are GEORGIANS!” In addition, QR codes, a type of bar code printed on the special GEORGIA product packaging, enable the public to access a Web site for downloading screen savers, standby displays and digital images of the three participating athletes.

Coca-Cola in the **United States** is rallying fans through a “live Olympic” promotion that gives consumers at least three chances to win and also invites their “Signatures of Support” for the U.S. Olympic Team, which has long been sponsored by Coca-Cola. The promotion – “Drink. Watch. Cheer. Win.” – prominently features five-time figure skating world champion Michelle Kwan, a two-time Olympic medalist and the most-decorated figure skater in U.S. history; freestyle skier Joe Pack, who won a silver medal at the Salt Lake 2002 Olympic Winter Games; 2002 Olympic bobsleigh champion Vonetta Flowers, the first African-American athlete to win a gold medal in the Olympic Winter Games; short track speed skater Apolo Anton Ohno, who captured gold and silver medals at Salt Lake 2002; and skier Ralph Green, a 2006 Paralympic Games hopeful and the first African-American man to make the U.S. Disabled Alpine Team.

Consumers take part in the promotion by finding codes inside specially marked Fridgepacks of Coca-Cola products and registering online (www.Olympics.Coke.com) to find the Olympic Winter Games event matching each code. If the United States wins any medal in that event, the consumer receives a coupon good for five two-liter bottles of Coca-Cola products – a quantity corresponding to the five Olympic Rings. Audiences can match the Americans’ performances with their Fridgepack codes by also visiting www.NBCOlympics.com.

Each code registered online is automatically entered into a sweepstakes to win a trip for two to have dinner this spring with the U.S. Olympic Team in Washington, D.C. Drawings for 17 trips will be conducted – one each during the 17 days of Torino 2006. Codes not selected as winners will be entered into another sweepstakes that awards one trip for two to the Beijing 2008 Olympic Games. Online visitors also are registering their signatures for a special album to be presented to 2006 Team USA, while a US\$1 million donation to the U.S. Olympic Committee from Coca-Cola will help provide additional training, housing, and sports medicine and coaching support for American athletes.





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Brands in the Fridgepack promotion include Coca-Cola, caffeine-free Coca-Cola, diet Coke, caffeine-free diet Coke, Coca-Cola Zero, C2, Dasani, Minute Maid Refreshment products, and Nestea. (Additional commemorative packaging for the Olympic Winter Games includes POWERade, POWERade Option, Dasani Flavors, Minute Maid chilled juice and Minute Maid juice boxes.) A different winter sport is featured on Fridgepacks for each brand.

“Drink. Watch. Cheer. Win.” is supported by three humorous television commercials featuring enthusiastic fans demonstrating their loyalty to several of the Olympians included in the program.

Coca-Cola in **Canada** created a promotion surrounding its Fridge Mate™, two-liter and 591ml packages that invites consumers to visit www.icoke.ca for a chance to instantly win one of three trips for four to a city that has hosted, or will host, the Olympic Winter Games – from Chamonix, France (1924 host city), through Vancouver, Canada (2010 host). The promotion, which features personal identification numbers on special Torino 2006 packaging for brands Coca-Cola classic, diet Coke, caffeine-free diet Coke, Coca-Cola C2, and Sprite, lasts through the end of the Torino 2006 Games.

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