

“ 可口 可乐 ”

Coca-Cola “Delicious Happiness” Global Commemorative Packaging For Beijing 2008 Olympic Games

Fact Sheet

The Program

Coca-Cola is sharing its message of “Delicious Happiness” with people around the world through special Chinese-language commemorative packaging for the Beijing 2008 Olympic Games.

During the final weeks leading up to Beijing 2008 – and throughout the duration of the Games – consumers in more than 150 countries simultaneously will be able to collect bottles and/or cans imprinted with the authentic “Delicious Happiness” Chinese trademark for Coca-Cola.

The special labeling on the Beijing 2008 Olympic Games commemorative packaging features the Chinese characters used to phonetically pronounce “Coca-Cola”: 可口 可乐. The characters combine to form the trademark for Coca-Cola in mainland China.

The Packages

The special Chinese Coca-Cola trademark graphics and accompanying Olympic Games images are being applied on cans, glass contour bottles, PET plastic bottles, or aluminum bottles of Coca-Cola. Package versions and sizes will vary by participating country.

The Graphics

“Delicious Happiness” packaging graphics feature the Chinese trademark for Coca-Cola (可口 可乐) and marks for the Beijing 2008 Olympic Games, including the Olympic Rings, the date 08.08.08 – representing the start of the Beijing 2008 Olympic Games, on August 8 – and other imagery associated with the Coca-Cola sponsorship of the Games.

The commemorative packaging around the world also will include the message, “In Mandarin, Coca-Cola means delicious happiness,” printed in the local language where the product is sold. In numerous locations, the additional message, “In Mandarin, Coca-Cola is pronounced ‘ke kou ke le,’” also will appear.

Along with the Chinese rendition of the trademark in the familiar Coca-Cola Spencerian script, the traditional spelling of Coca-Cola in the local language also will appear on the commemorative bottles or cans where they are sold.

The History

For the past eight decades – since Coca-Cola was first introduced in mainland China in 1927 – the four Chinese characters that form the Coca-Cola trademark in China (可口可乐) have been interpreted locally as “Delicious Happiness” in Mandarin, the official language of mainland China. The four characters are the result of a transliteration of the name “Coca-Cola” from English to Chinese.

The four Chinese symbols originally were chosen to phonetically articulate Coca-Cola (locally as “ke kou ke le”) and were registered as the first trademark for the brand in a Chinese written language. When this official Mandarin-language logo for Coca-Cola was introduced, Chinese citizens readily put together the first two Chinese characters in the logo to form an expression meaning “delicious” and combined the last two characters to illustrate the notion of “happiness.” Almost instantaneously, the name Coca-Cola throughout China became recognized as “delicious happiness.”

The origin of “Delicious Happiness” is extraordinary. Rarely, if ever, has another trademark in English been phonetically converted to symbols that mean something so desirable in the Chinese language. The pronunciation, the visual logo and the physical and emotional benefits associated with Coca-Cola took on legendary proportion in modern Chinese transliteration.

The Beijing 2008 Connection

The magical message of “Delicious Happiness” inherent in the Chinese trademark for Coca-Cola amplifies the inspirational meaning of “Live Olympic on the Coke Side of Life” and its spirit of living positively in our daily lives. As the world gathers together and celebrates the first Olympic Games in China, Coca-Cola is spreading around the globe the sentiment of happiness that originates from its Chinese name, in a context especially meaningful for the Beijing 2008 Olympic Games.

Availability

Local availability of the collectible “Delicious Happiness” commemorative packaging is expected to begin during the final weeks leading up to the Beijing 2008 Olympic Games and to last through the end of the Games. Length of availability might vary from country to country, while supplies last.

With more than 150 countries participating, the “Delicious Happiness” commemorative packaging program represents the widest availability ever of a promotional package at one time from The Coca-Cola Company, which operates the world’s largest beverage distribution system.

Coca-Cola & the Olympic Games

Coca-Cola is a Global Partner of the Beijing 2008 Olympic Torch Relay, a Worldwide Partner of the International Olympic Committee, and a Sponsor of the Beijing 2008 Olympic Games. The Coca-Cola Company has been continuously associated with the Olympic Games since 1928 – longer than any other corporate supporter. The historic partnership of Coca-Cola and the IOC currently lasts through 2020.

#