

**Contact for International Media:**

Petro Kacur  
The Coca-Cola Company  
+1 404-676-2683  
+86 150 1094 3187  
[pressinquiries@na.ko.com](mailto:pressinquiries@na.ko.com)

**Contact for Chinese Media:**

May Zhai  
Coca-Cola (China) Beverages Ltd.  
+86 137 0123 3502  
[mzhai@apac.ko.com](mailto:mzhai@apac.ko.com)

## **For Beijing 2008 Olympic Games, A Time to “Live Olympic on the Coke Side of Life”**

### ***Global Message of Unity and China’s Era of “Shuang” Highlight Coca-Cola Campaign for Historic Olympic Games***

**BEIJING, August 2008** – For the past two years, the global marketing platform, “Live Olympic on the Coke Side of Life,” has been centered on optimism and the Olympic spirit of positivity.

To bring those values to life, The Coca-Cola Company created an integrated marketing campaign for the most-anticipated international sporting event in history, with programs that have emphasized global exchange and unity.

“The common theme in all our Coca-Cola initiatives has been to celebrate the global connections and magic taking place as the world comes together in friendship for the Olympic Games in China,” said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. “We’ve created experiences to connect consumers with the Olympic Games and with each other, all over the planet.”

During the buildup to the Beijing 2008 Olympic Games, Coca-Cola has introduced the single-largest commemorative packaging series in its 122-year history. It has sparked consumer creativity and ignited youth excitement through online digital programming that includes innovative art and music projects. It has fortified support for Olympic Games traditions such as the Olympic Torch Relay and Olympic pin trading. And it has taken its mission of corporate environmental stewardship to new heights.

In the host country, Coca-Cola China has captured the population’s enthusiasm through programs themed to the Mandarin expression of “Shuang” (pronounced “shwǎng”), meaning complete physical, emotional and spiritual refreshment.

“Our goal has been to bring the unity and passion of the Olympic Games to the people of China and fans from around the world, as only Coca-Cola can,” said David G. Brooks, general manager, 2008 Olympic Project Group, Coca-Cola (China) Beverages Ltd. “The exhilarating era of Shuang in China has splendidly complemented the global Coke Side of Life platform and its vision of living positively.”

During the Olympic Games, Coca-Cola is hosting a variety of experiential venues and special events for fans in Beijing and China’s six co-host cities. New advertising

also will convey to audiences around the world the messages of global connections, unity and refreshment that have been hallmarks of the multiyear Coca-Cola campaign.

## **BEIJING ATTRACTIONS**

Within Beijing's Olympic Green, the Coca-Cola "**Shuang Experience Center**" provides fans several interactive experiences, including celebrations of China, the Olympic Torch Relay and the Company's 80-year heritage with the Olympic Games; telecasts of the athletic events; and a retrospective of corporate social responsibility initiatives, especially Coca-Cola programs focused on the environment.

The Shuang Experience Center also showcases the nationwide "**Show My Hometown to the World**" folk art contest conducted by Coca-Cola China. Depicted on two-meter-high, three-dimensional Coca-Cola contour bottles, the 34 winning designs represent all regions of mainland China, as well as Hong Kong, Macau and Taiwan.

Outside the Olympic Green, two special Coca-Cola "Shuang Zones" also are epicenters for consumer excitement during the Olympic Games. The "**Shuang Zone at The Place**" features a 15-meter-high, LED Coca-Cola bottle coupled with the largest LED sky-screen in Asia. Located in the central business district gathering area known as "The Place," this Shuang Zone provides daily concerts, Olympic Games telecasts, pin collecting, interactive games and nightly parties starring popular local artists. A celebrity-studded "Golden Moment Celebration" also unfolds each evening at 8:08.

Meanwhile, the "**Shuang Zone at Chao Yang Park**" serves up a family-oriented atmosphere, with Coca-Cola caravan vehicles from the Beijing 2008 Olympic Torch Relay and an area for consumers to have their photos taken with an authentic Olympic Torch. This Shuang Zone hosts the primary **Coca-Cola Official Olympic Pin Trading Center**. Featured pin designs include the collectible "Pin of the Day" series; "Bird's Nest" puzzle pins; environmental "Water Pins"; and depictions of Olympic Games events, venues, pictograms and mascots; cultural icons of China; and the spirit of Shuang. The Pin Trading Center also has games, entertainment and celebrity appearances scheduled.

A second Coca-Cola pin trading location can be found at the "**Olympic Expo Beijing 2008-Olympex**," inside the Beijing Exhibition Centre. And, for the first time, Coca-Cola is operating a pin trading facility exclusively for the athletes and team officials, at the "**Village Green Pin Trading Center**" within the Olympic Village. The Company also is hosting an "Environmental Speakers" series in the Village, for athletes to hear directly from prominent thinkers about environmental sustainability issues. Guest speakers include experts from the World Wildlife Fund, The Nature Conservancy and CARE.

On August 13, the new "**Environmental Champions**" documentary film premieres at the Shuang Experience Center. Produced by Coca-Cola in collaboration with student filmmakers around the globe, the film profiles the achievements of seven "environmental champions" selected as Olympic Torchbearers by Coca-Cola.

Throughout the Olympic Games, the **Coca-Cola "Live Positively Awards"** recognize those who make positive choices and strive to better themselves, their communities and others in their everyday lives. Award ceremonies take place daily August 9-23 (except August 13) at 6:00 p.m. in the Shuang Experience Center.

## GLOBAL PROGRAMS

Two global television commercials anchor Coca-Cola advertising for the Olympic Games. Basketball icons Yao Ming, of China, and LeBron James, from the United States, star in a “**Unity**” spot that symbolizes the world coming together over a Coca-Cola for the Beijing 2008 Olympic Games. In “**Bird’s Nest**,” which makes its debut around the opening of the Olympic Games, animated birds determinedly collect drinking straws to build a tiny replica of Beijing’s new “Bird’s Nest” National Stadium.

During the final countdown to the Opening Ceremony August 8, Coca-Cola has been sharing its message of “**Delicious Happiness**” around the world through special Chinese-language commemorative packaging for the Beijing 2008 Olympic Games. Consumers in more than 150 countries can collect bottles and/or cans imprinted with the authentic Chinese trademark for Coca-Cola, which for decades has been interpreted by China’s citizens as “Delicious Happiness” in Mandarin. “Delicious Happiness” is the single-largest commemorative packaging series ever from The Coca-Cola Company.

On the **Internet**, Coca-Cola launched innovative consumer activities designed to foster global exchange and connections, in the spirit of the world coming together for the Beijing 2008 Olympic Games. For the “**WE8**” program ([www.coca-cola.com/we8](http://www.coca-cola.com/we8)), stylized aluminum contour bottle designs by leading Chinese visual artists were matched with original songs by some of the world’s most-progressive musicians. The eight downloadable music tracks from the West and eight Coca-Cola contour bottle designs from the East (hence, WE8) interpret the ideas and passions that connect people and express “one whole world on the Coke Side of Life.”

Through “**Design the World a Coke**” ([www.coca-cola.com/olympics](http://www.coca-cola.com/olympics)), consumers have been creating their own online artworks for the iconic Coca-Cola contour bottle. The program also allows people from different parts of the world to collaborate on digital bottle illustrations or produce bottle design “mashups.”

## ENVIRONMENTAL STEWARDSHIP

The Beijing 2008 Olympic Games have provided Coca-Cola new opportunities to help raise global awareness about the importance of environmental stewardship.

The Company’s worldwide presentation of the **Beijing 2008 Olympic Torch Relay** focused largely on sustainability, with local “environmental champions” selected by Coca-Cola to join the ranks of all torchbearers carrying the Olympic Flame. The environmental champions were chosen for their roles in environmental issues, primarily water conservation, recycling, and energy management and climate protection – the three main engines driving the environmental initiatives of The Coca-Cola Company.

In Beijing, Coca-Cola is providing every 2008 Olympian and Paralympian with a unique item of sustainable fashion: “**I’m from Earth**” Coke T-shirts or visors made from a blend of cotton and recycled polyethylene terephthalate (PET), the material widely used for plastic beverage bottles. The one-of-a-kind apparel items demonstrate how PET bottles can be reused and turned into other desirable products.

In the area of **water stewardship**, Coca-Cola China and local Beijing partners developed a “Save a Barrel of Water” student education campaign that encourages water conservation. The Company also helped launch a public-private partnership to improve water resource management and drinking water safety for communities throughout China. Funds for a “Water and Sanitation for Schools” initiative are being

raised partly by the sale of the environmental “Water Pins,” which are made of leftover steel from construction of the “Bird’s Nest” National Stadium in Beijing.

Coca-Cola is promoting **recycling** at the Beijing 2008 Olympic Games with extensive signage and numerous recycling bins. All bottles collected from the Beijing venues will be transported to a modern and efficient recycling operation.

To support Beijing’s efforts to improve air quality, Coca-Cola is operating a **“clean fleet”** of electric- or human-powered Company delivery vehicles at the Olympic venues. Additionally, all 5,600 **coolers and vending machines** provided by Coca-Cola for the Olympic Games are climate-friendly “eKOfresh” units, featuring an HFC-free natural refrigerant. The proprietary technology of the machines also improves energy efficiency by up to 35 percent.

During the three-month Olympic Torch Relay segment across China, Coca-Cola deployed indispensable **“Green Teams”** to return local city celebration sites to their original condition after the arrival of the Olympic Flame.

### **HOST COUNTRY ERA OF “SHUANG”**

Coca-Cola China during the past two years introduced an array of programs driven by the passion Chinese people feel as hosts of the Beijing 2008 Olympic Games.

The final phase of Coca-Cola China’s integrated **“Shuang” marketing campaign** was launched in July 2008 with the unveiling of a two-meter **“Unity Bottle”** jointly designed by Yao Ming and LeBron James. A new TV commercial, **“Shuang City,”** also stars Yao and celebrates the transformation of Beijing into the physical embodiment of Shuang. An earlier spot, **“Red Carpet,”** underscored citizen pride as China “rolled out the red carpet” for the mainland arrival of the Olympic Flame last May.

Other highlights from the far-reaching Shuang campaign in China include:

- The **“Coca-Cola Olympic Games Star Team”** of some of the country’s best athletes, including Yao, 2004 Olympic Games hurdling gold medalist Liu Xiang and other elite members of China’s national teams.
- Placement of hundreds of **outdoor advertisements** that alternately featured Coca-Cola Olympic Games Star Team athletes and dozens of inspirational phrases, such as “I’m an Optimist,” “I Love to Laugh” and “I Believe I Can.”
- A torchbearer selection program for the China segment of the **Olympic Torch Relay** that generated nearly 2 million nominations under the theme, “Who Inspires Me?”
- The Shuang **digital experience center** ([www.icoke.cn](http://www.icoke.cn)), which has drawn more than 57 million people into a “Virtual Olympic Torch Relay” and collected at least 17 million images for the world’s largest photo montage for the Olympic Games. The Web site includes the interactive “Design the World a Coke” ([www.coca-cola.com/olympics](http://www.coca-cola.com/olympics)), a drawing to “win a dream day” with a Coca-Cola Olympic Games Star Team athlete, and “Trade a Pin, Share the Shuang,” enabling Chinese consumers to learn more about pin trading – “the No. 1 spectator sport of the Olympic Games.”
- The 2008 hit song, **“Red Around the World,”** an anthem commissioned by Coca-Cola China to celebrate the Olympic Games and the Chinese people.

## **The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola, recognized as the world's most-valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. 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 1.5 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 Web site at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

# # #

**NOTE TO EDITORS:** *Additional program details and digital images relating to the Coca-Cola partnership with the Beijing 2008 Olympic Games are available at these Press Center sites:*

### **Global Programs**

[www.thecoca-colacompany.com/presscenter/presskit\\_olympicgames2008\\_overview.html](http://www.thecoca-colacompany.com/presscenter/presskit_olympicgames2008_overview.html)

### **China Programs**

[www.coca-cola.com.cn/shuangcity](http://www.coca-cola.com.cn/shuangcity)

**Weblog:** *Consumers around the world can share stories, ask questions and learn more about the partnership of Coca-Cola and the Olympic Games through the new Weblog [www.Coca-ColaConversations.com](http://www.Coca-ColaConversations.com). The blog shares an insider's view of the heritage of Coca-Cola from Phil Mooney, Company archivist and resident historian.*