

“Coke Side of Life” Art & Music Aluminum Contour Bottle Series

Fact Sheet

coca-cola.com/we8

Program at a Glance

WE8 Bottle Design Theme	“E8” Visual Artist From East	“W8” Musical Artist From West	WE8 Song Title	Market Availability
“Global Harmony”	Xiao Xue China	Tiësto The Netherlands	“Global Harmony”	Brazil
“Uplifting Moments”	MeWe (Liu Zhi-zhi, Guang Yu, He Jun) China	Benny Benassi Italy	“Happiness Factory Remixed”	Great Britain
“Healthy World”	Xin Jing China	Kaskade United States	“Beautiful World”	China
“Individual Perseverance”	Jiang Hua China	Jes United States	“Be It All”	France
“Peace on Earth”	Joyn Viscom (Jian Ji- ang, Weestar, Meng Ke) China	Serge Devant Russia	“Peace on Earth”	Belgium
“Human Collaboration”	Milkxhake (Javin Mo, Wilson Tang) China	Lucas Prata United States	“Just Say Yeah”	Greece
“Active Optimism”	Chen Shaohua China	Cezar Jamaica	“Keep On”	New Zealand
“Happiness”	Wang Xu China	Jay-J United States	“Happiness”	Australia

The Concept Foster cultural and artistic exchange between artists from around the world, to express the global connections embodied in the Beijing 2008 Olympic Games.

The Project In recognition of the world coming together for Beijing 2008, Coca-Cola invited global artists to jointly depict what this monumental occasion means to them.

Through a unique collaboration, eight of China’s most-exciting visual artists (individual graphic designers and design teams) were creatively united with eight progressive musicians from various countries to interpret – through the sharing and expression of eight themes – the ideas and passions that connect people.

The Creative Product

The result of the artistic bridging of cultures is a new “WE8” series of eight highly stylized, aluminum contour bottle designs for Coca-Cola by China’s leading forces in graphic arts. And for each limited-edition bottle design – all inspired by themes from the “Coke Side of Life” brand marketing campaign – a talented musical artist has composed a companion song.

The new designs and soundtracks celebrate the infinite possibilities when the doors are flung wide open – from culture to culture – and the talents of visual artists and musicians are combined to create one whole new world living on the Coke Side of Life.

The project title WE8 draws from the idea of artistic collaboration by West and East around eight themes from the Coke Side of Life platform.



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The Themes The alliance of visual and music artists from different lands started with eight themes reflecting the endless possibilities for happiness and connection from both the Coke Side of Life platform and the upcoming global gathering in Beijing. The themes:

- Happiness
- Peace on Earth
- Uplifting Moments
- Human Collaboration
- Individual Perseverance
- Global Harmony
- Active Optimism
- Healthy World

The Process Some of China's most-exciting artists (five individual graphic designers and three groups*) were set loose to express the themes in a personal way. Each artist or group of artists took on a different theme for a bottle artwork design.

* The Milkxhake group consisted of Javin Mo and Wilson Tang. The MeWe group consisted of Liu Zhi-zhi, Guang Yu, and He Jun. The Joyn Viscom group consisted of Jian Jiang, Weestar, and Meng Ke.

From the series of eight final bottle designs by the Chinese artists, one artwork each was presented to eight hot music artists – established and up-and-coming dance-music DJs, singer-songwriters and producers – from the Americas and Eurasia. Each musician then used the artwork and corresponding Coke Side of Life theme as creative inspiration for expressing his or her own story through an exclusive music track.

The Melody The musicians also incorporated into their songs the five signature notes from the melody to the award-winning, 2006 “Happiness Factory” advertisement for Coca-Cola, reproduced in their own styles. The melody now serves as the new sound of the Coke Side of Life in all brand marketing communications around the world.

Online Availability From May to September 2008, the WE8 art-and-music creations – eight unique bottle designs matched with their respective song tracks – are available for DRM free download, which works on all devices, through the Web microsite coca-cola.com/we8.

The microsite showcases the new songs and 3-D images of the bottle designs and also includes ringtone downloads for all eight songs; profiles and photos of the graphic designers and musicians; wallpaper; Web links; and exclusive videos.

In addition, users can share their favorite aluminum bottle designs with friends by posting the bottle artworks to their personal profiles on some of the world's most-popular social networking sites: Facebook, MySpace, Friendster, hi5, orkut, and Bebo.

Bottle Introductions From June through August 2008, the exclusive WE8 bottles become available through local Coca-Cola promotional activities in participating markets. The themed aluminum bottles (one theme per country) will be available in: Australia (“Happiness”), Belgium (“Peace on Earth”), Brazil (“Global Harmony”), China (“Healthy World”), France (“Individual Perseverance”), Great Britain (“Uplifting Moments”), Greece (“Human Collaboration”) and New Zealand (“Active Optimism”). In addition, all eight bottles periodically will be available in the United States at selected Simon Malls around the country.

The special aluminum bottles also are expected to be available in selected locations around Beijing during the 2008 Olympic Games.

A WE8 bottle-and-song collector's set, featuring all eight specially designed bottles and the eight music tracks,



Xiao Xue • MeWe • Xing Jing • Jiang Hua • Joyn Viscom • Milkxhake • Chen Shao Hua • Wang Xu



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will be available through the online Coca-Cola Store (www.coca-colastore.com); the New World of Coca-Cola attraction, at Pemberton Place in Atlanta (www.worldofcoca-cola.com); and the Everything Coca-Cola stores located in Las Vegas, Nevada, and at Hartsfield-Jackson Atlanta International Airport. The price for the WE8 collector's set is approximately US \$75.

Ultra Records

All of the participating music artists are from the roster of New York-based Ultra Records (www.ultrarecords.com), the leading electronic dance-music record label in North America.

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.

Digital Images

Media can retrieve a digital photo related to the new aluminum contour bottle series by visiting the Press Center image gallery at www.thecoca-colacompany.com.

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