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## New Aluminum Contour Bottle Series Showcases Cultural Connections Inspired by Coke Side of Life

Artistic Collaboration by Chinese Designers and International Musicians Celebrates World Coming Together for Beijing 2008 Olympic Games

Free Downloads of Bottle Designs and Music Tracks Mixing in New Global Melody for Coca-Cola

**BEIJING, China, and ATLANTA, Georgia, May 12, 2008** – With the world coming together for the Beijing 2008 Olympic Games, Coca-Cola invited artists from around the globe to jointly depict what this monumental occasion means to them.

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 – inspired by themes from the “Coke Side of Life” brand platform – a popular recording artist from another country has composed a companion song.

In addition, creatively mixed into each of the special songs are the five signature notes from the theme music now used around the world for Coke Side of Life marketing communications.

Beginning this month, the new art-and-music creations – eight unique bottle artworks matched with their respective music tracks – are available for DRM free download for all devices, through the Web microsite [coca-cola.com/we8](http://coca-cola.com/we8).

The global project is the latest cultural and artistic exchange program from The Coca-Cola Company, as part of its “Live Olympic on the Coke Side of Life” campaign for Beijing 2008. The campaign centers on the Olympic spirit of positivity in daily life.

In recognition of this year’s Olympic Games, the invitation to graphic designers from China and musicians from other parts of the world to join forces on eight bottle-and-music artworks grew from the idea of artistic collaboration by West and East (hence, WE8).

“This venture is about celebrating the creative possibilities when artists from around the world come together, and sharing them in a way that touches everyone, especially youth,” said Kevin Tressler, director, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. “It amplifies the meaning of the Coke Side of Life and provides another cultural dimension to our long support of the Olympic Games, through the global exchange of ideas and experiences. These artistic expressions capture the imagination and anticipate how we all will unite in Beijing.”

### Eight Themes

The extraordinary alliance of visual and music artists from different lands started with eight blank canvasses – eight aluminum contour bottles – and eight themes reflecting the possibilities for happiness and connection from both the Coke Side of Life platform and the upcoming global gathering in Beijing.

The eight themes utilized were “Happiness,” “Peace on Earth,” “Uplifting Moments,” “Human Collaboration,” “Individual Perseverance,” “Global Harmony,” “Active Optimism” and “Healthy World.”

### Visual Artists from China

Some of China’s leading contemporary visual artists were then set loose to express the themes in a personal way – to tell stories inspired by their life experiences and their hopes. The five individuals and three teams of graphic designers from China are: Wang Xu, Jiang Hua, Chen Shaohua, Xin Jing, Xiao Xue, Joyn Viscom, Milkxhake, and MeWe.

The team from design company Joyn Viscom includes Jian Jiang, Weestar, and Meng Ke; the Milkxhake team consists of Javin Mo and Wilson Tang; and the MeWe team includes Liu Zhi-zhi, Guang Yu, and He Jun.

Each artist (or group of artists) took on a different theme.





### International Music Artists

Once the Chinese designs for each bottle were finalized, the artworks were presented to eight hot music artists – well-known and up-and-coming dance-music DJs, singer-songwriters and producers – from the Americas and Eurasia. The music lineup features Tiësto, from the Netherlands; Benny Benassi, from Italy; Kaskade, from the United States; Jes, from the United States; Serge Devant, from Russia; Lucas Prata, from the United States; Cezar, from Jamaica; and Jay-J, from the United States.

Each musician used one themed Chinese artwork and the Coke Side of Life concepts as the creative inspiration for a companion music track.

“We are very happy to partner with this unique set of talented artists,” said Umut Ozaydinli, worldwide music marketing manager, Worldwide Sports and Entertainment Marketing, The Coca-Cola Company. “They are key players in our mission to inspire people to see the positive side of life, and we also will help them reach new audiences all around the world.”

### New Sound of the Coke Side of Life

The new songs also denote the latest extension of the new sound of the Coke Side of Life, explained Ozaydinli. All the musicians incorporated into their pieces the five signature notes from the melody to the award-winning “Happiness Factory” advertisement for Coca-Cola, reproduced in the performers’ individual styles.

“We believe in the power of music to build relationships with people – it’s part of the heritage of Coca-Cola,” Ozaydinli said. “For this project, we sought music artists – both internationally renowned stars and emerging acts – who share our passion for positivity. We then gave them the melody and asked them to create their own musical message of optimism, to bring an added spark to people’s lives.

“Since its debut in 2006, the Happiness Factory melody has attracted a lot of fan attention, so we’ve made it a unifying, musical cornerstone for the Coke Side of Life,” Ozaydinli explained. The music is now the exclusive melody for all Coca-Cola brand communications globally, he said.

### Online Availability

From May through September 2008, the WE8 bottle designs and accompanying music tracks are available for DRM free download, which works on all devices, at the microsite [coca-cola.com/we8](http://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 tunes; profiles and photos of the participating graphic designers and musicians; wallpaper; Web links; and exclusive videos.

In addition, users can share their favorite aluminum contour bottle designs with friends by posting the 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

In June, consumers in participating countries will be able to start collecting the actual WE8 bottles and their corresponding soundtracks through local Coca-Cola promotional events. The special bottles, which include the names of the collaborating visual and music artists, will appear locally through August 2008.

One themed bottle is scheduled for availability in each of the following markets: 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”). All eight bottles periodically will be available in the United States at selected Simon Malls around the country.

The limited-edition bottles 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, will be available through the online Coca-Cola Store ([www.coca-colastore.com](http://www.coca-colastore.com)); the New World of Coca-Cola attraction, at Pemberton Place in Atlanta ([www.worldofcoca-cola.com](http://www.worldofcoca-cola.com)); and the Everything Coca-Cola stores located in Las Vegas, Nevada, and at Hartsfield-Jackson Atlanta International Airport.



**M5 Connection**

The Coca-Cola WE8 project expands on the precedent-setting Coca-Cola M5 series of specially designed contour bottles introduced in 2005. For M5 – or “Magnificent 5” – Coca-Cola teamed with leading-edge graphic artists from five continents to launch a collection of designs for a new aluminum contour bottle. The five uniquely designed bottles, themed around a message of optimism, spectacularly broke from beverage packaging tradition, incorporating music and video to create an iconic experience for young, trendsetting club-goers around the world.

An M5 sequel in 2007 revolved around the multidisciplinary art project, “Faithless & Paranoid” ([www.faithless.coca-cola.com](http://www.faithless.coca-cola.com)), banding together video animation and original music with a new design for an “aluminum music bottle” for Coca-Cola.

Coca-Cola is a Worldwide Partner of the International Olympic Committee and a Sponsor of the Beijing 2008 Olympic Games. The global marketing campaign, “Coke Side of Life,” has been integrated into communications for the Olympic Games through the theme of “Live Olympic on the Coke Side of Life.” The message is an invitation to live on the positive side of life and shares the values of inspiration and the belief that an individual can make a difference that also are embodied in the Olympic spirit.

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.

**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 website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

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