



P U B L I C I S

## Press Release

### **Coca-Cola celebrates the World Cup with an online campaign from Publicis Modem network**

**New York, June 11, 2010:** Coca-Cola Israel is keeping online football fans abreast of the latest World Cup scores with a real-time celebration tool that pops up the moment a goal is scored.

The activity builds on The Coca-Cola Company's global Celebration advertising, which draws inspiration from Roger Mila, credited as the first player to celebrate in a unique way after scoring a World Cup goal.

Publicis E-dologic, together with Publicis Modem's global network, has created 32 country specific creatives to represent each of the teams participating in the World Cup, which kicks off in South Africa today (Friday, June 11). Every time a goal is scored the score line will 'pop up' on leading websites in Israel, followed by an animated 'celebration' in the spirit of that team's country. Modem offices from countries including Germany, England, Australia, Mexico, the USA, South Korea, France, Denmark, Spain and Brazil were tasked to develop the creative representing their national teams.

Alon Zamir, VP Marketing of Coca-Cola Israel, said: "The brand Coca-Cola has always been connected with the biggest events in global sport. This exciting project brings to the fore technological innovation and reflects the spirit and values both of the brand and the World Cup itself as an event which connects people all around the world in moments of celebration, excitement and emotion."

Coca-Cola's association with FIFA dates back to 1974 and it has been an official sponsor of the FIFA World Cup since 1978. Its 2010 World Cup creative revolves around the idea that the tournament is about more than just the games, teams, players or the scores. It is the fans, the songs, the dancing, the screaming... the celebration. The pop-up goal celebration tool will be backed by sponsorship of Israel's leading sports website and the launch of a Coca-Cola celebration channel with content sourced from fans worldwide.

"We are excited about this project," said Publicis E-dologic CEO Aviram Ganot. "Being able to co-operate with the Publicis Modem network to create an innovative campaign for Coca-Cola has been tremendous. Knowing that you have all this strong resource and support from the Publicis family is very important to us."

Jean-Philippe Maheu, Publicis Modem Worldwide CEO, added: "It was a real honour - and a lot of fun - for Publicis Modem to work with Coca Cola and activate our global network. Our creative teams from around the world were thrilled to be part of the celebration of the World Cup and demonstrate the power of 'open network' creativity."

ENDS.

#### About Publicis Modem

Publicis Modem is the digital global network of Publicis Worldwide. Publicis Worldwide ranks among the largest global marketing communications companies. The network spans 82 countries with approximately 9,000 employees. Its total offering includes advertising; interactive and digital marketing; CRM and direct marketing. Publicis' blue-chip client portfolio includes some of the world's best known companies: Airbus, Coca-Cola, EADS, Fidelity, HP, LG, L'Oréal, Nestlé, P&G, Renault, Siemens, Pernod-Ricard, Sanofi-Aventis, UBS, Telefonica, Zurich



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### Editors notes

To view the country specific creative click on the links below:

#### Germany

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/demo\\_blaster10.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/demo_blaster10.html)

#### Italy

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/blaster03\\_demo.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/blaster03_demo.html)

#### Netherlands

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/blaster13\\_demo.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/blaster13_demo.html)

#### Mexico

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/blaster18\\_demo.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/blaster18_demo.html)

#### Spain

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/blaster23\\_demo.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/blaster23_demo.html)

#### South Korea

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/blaster29\\_demo.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/blaster29_demo.html)

#### Australia

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/demo\\_blaster01.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/demo_blaster01.html)

#### England

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/demo\\_blaster05.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/demo_blaster05.html)

#### Brazil

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/demo\\_blaster08.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/demo_blaster08.html)

#### Denmark

[http://site.e-dologic.co.il/CocaCola/mondial\\_0210/blaster\\_demo/countries/demo\\_blaster11.html](http://site.e-dologic.co.il/CocaCola/mondial_0210/blaster_demo/countries/demo_blaster11.html)

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