

# Coca-Cola shares a Coke with South Africa

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Johannesburg, 11 November 2013 – Summertime is a great time for sharing and creating memories – and Coca-Cola wants to make the most of it in a very personal way with the “Share a Coke” campaign, launching across South Africa this month.

“We’re swapping our brand name with yours”, says Therese Gearhart, President, Coca-Cola South Africa. This campaign features 600 of the country’s most popular names on Coca-Cola bottle labels and cans. In addition, Share a Coke vending machines will be on tour so that consumers can personalize their very own Coca-Cola cans.

In addition, they can also create their own virtual personalized Coke can on Facebook and [www.shareacoke.co.za](http://www.shareacoke.co.za), to share with someone special.

This highly personalized campaign is a rollout of a successful program that has been running in many countries around the world. Jonathan Mildenhall, Coke’s global head of content and advertising, called the Share a Coke campaign “the very best” of the company’s innovative thinking.

Now, with a few days into the launch, the social media space has been buzzing with excitement as South Africans find their names in store. Many posts have also come through since the launch of our new TV commercial, “Share a Coke with Bobby”.

The commercial follows the story of a loveable dog as he interacts with lots of people during his search for his own name up in lights. South Africa is the first country on the African continent to kick off this campaign, and therefore we have customized all aspects of the campaign to fit local insights, culture and humour.

“It’s great to see entertaining storytelling alongside a musical anthem that captures South African youth sub-cultures,” states Therese.

Our Coke vending machine activations start on 20 November, touring South Africa till the end of February 2014.