

COCA COLA COMPANY LAUNCHES "COCA-COLA MUSIC"



Coca-Cola is launching a new music program called "Coca-Cola Music" dedicated to teens worldwide. The new program, produced by Wieden+Kennedy Amsterdam, will offer teen fans an inside look at some of the music industry's top artists at work. "Navigating the insecurities that inevitably come with the teen years is never easy. Coke is unencumbered by the drama of life, it is a simple moment of happiness, not unlike rocking out in the privacy of your own room," said Mark Bernath, the Executive Creative Director of Wieden+Kennedy. The first ad will feature British band *One Night Only*, who have written and recorded a track for the program called, "Can You Feel It." According to VP of Global Advertising Strategy and Content Excellence for The Coca-Cola Company, "Teens are the most demanding target audience as far as creativity is concerned and in the way they engage with a brand or campaign. They demand to interact and participate with brands and be a part of the conversation. This program has been designed with that understanding and to enable teens to view, participate and share the content and experiences."

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