

'Hello! Is anyone out there?'

Johannesburg, 20 November 2007 - Coca-Cola South Africa has partnered with 46664 to produce a campaign that gives voice and support to initiatives that fight against one of the greatest issues facing people living in Africa today – HIV and Aids.

Our Message In A Bottle campaign is the culmination of four years of work driven by patience, passion and commitment," said Julian Bryant, Marketing Manager for the Coca-Cola trademark in South Africa.

"As an iconic brand which has the power to influence lives and change perceptions, it is important for Coca-Cola to have a voice and an opinion. Our Hello campaign does just that," he said.

In the words of Mr Nelson Mandela, HIV and Aids is not a disease any more, it's a human rights issue." But even though it is a pandemic of pain, loss and unbearable grief, the team behind the campaign purposely tried to set a tone that was positive with a message that we can all make a difference.

The Hello television commercial is about a young boy who uses empty, iconic Coca-Cola bottles to transport his 'message' around the world.

The commercial ends with the voice of Nelson Mandela underlining just how massive the problem is and asking for everybody's help. It encourages people to visit the 46664 website to find out more and to make a donation.

A mass outdoor campaign is planned for the two weeks leading up to World Aids Day on December 1. "We are going to randomly place one million empty iconic Coke bottles around the country with a message from Nelson Mandela in them," said Michelle Wright, Senior Brand Manager for the Coca-Cola trademark in South Africa.

Through our bottling partners, customers, suppliers, business and partner associations, we will spread Nelson Mandela's message and give consumers an opportunity to make a difference by donating to the 46664 fund via sms."

Commenting on the campaign, 46664 International Director Tim Massey said: "The Hello Campaign illustrates the power of partnerships between corporates and charities to realize a common goal - in this case to increase awareness about HIV and Aids. Coca Cola's generous donation will be used to fund the 46664 outreach activities, while the TV commercial and the outdoor activation will ensure that the 46664 campaign remains highly visible, and that Mr Mandela's appeal for help is heard by most South Africans."

Coca-Cola will be donating R1-million to 46664 and giving their support to the 46664 concert on December 1 by selling limited-edition Style My Coke bottles, all the proceeds of which will go to the cause.

Published on the web by Tonight on November 26, 2007.

© Tonight 2007. All rights reserved.