



Coca-Cola's new design marks one of biggest changes in its 130-year history

James Sommerville, VP for Design for Coca-Cola, is in Australia for the launch

Sydney – Thursday, 2 February 2017: Coca-Cola is bringing a new design across all of its Coke range in Australia and the world, marking the single biggest change to its family of products in its 130-year history.

In Sydney this week to share the story behind the move is Coca-Cola's global head of design James Sommerville, who has the daunting task of refreshing one of the world's most valuable brands.

The change will mean that all of Coca-Cola's varieties including Coca-Cola Classic, Coca-Cola Zero, Diet Coke and Coke with Stevia, will be unified under the one design using the iconic Red Disc.

This marks the first time that Coca-Cola's visual identity will be shared across not only all media, but all those Coca-Cola products around the world. Consumers will soon see the new One Brand design on everything – from cans and bottles to billboards and television ads.

"The Red Disc, which has become synonymous with the brand, first appeared in the 1930s and became the inspiration behind the biggest redesign in Coke's history," said James Sommerville, Vice president of Global Design, The Coca-Cola Company.

"When applied across packaging, retail, equipment and experiential, this new approach becomes a global design language that utilises the Red Disc icon to present the range of Coca-Cola products available today in a contemporary and simple way."

The Coca-Cola Red Disc was first introduced in the 1930s on hand-painted advertising. Then about a decade later, Archie Lee at D'Arcy Advertising designed the contemporary version of the Red Disc, which over the years flourished into a global icon of the brand.

Lisa Winn, Marketing Director for Coca-Cola South Pacific, said that one of the reasons behind the new design and the global One Brand strategy was the brand's iconic colour – Coca-Cola red.

"Over the years with the launch of Diet Coke and other varieties like Coke Zero we have drifted away from 'Coca-Cola red'. It's our signature colour that is synonymous with great taste and refreshment," said Ms Winn.

"We realised we were in danger of losing our iconic colour in a sea of other colours like silver, black and green, and we knew we needed to reclaim it as an icon of our brand.

"That's one of the primary ideas behind the new design and the global One Brand strategy," she said.

From this month, Coke's range of beverages will feature the 'rising sun' Red Disc and a splash of their signature colours our consumers know so well – black for Zero, silver for Diet and green for Stevia.

The new graphics will also feature key benefits of each product to help consumers choose the right

Coke to suit their tastes, diet and lifestyle:

- Coca-Cola Classic will feature 'since 1886'
- Coca-Cola Zero will feature 'real taste, sugar free'
- Coca-Cola with Stevia will feature 'real taste, 50% less sugar*'
- Coca-Cola Diet will feature 'light taste, sugar free'

The launch of the One Brand strategy also reinforces Coca-Cola's commitment to encourage more choice for consumers with the company committed to spending as much on advertising Coca-Cola Classic as it does its low and no sugar varieties.

"As consumers' tastes evolve so does our portfolio of beverages," Ms Winn said.

"We believe one of the best ways we can support the growth of low and no sugar varieties of Coca-Cola is for them to sit under our iconic Coca-Cola red so all our Coke products share the limelight.

"Under One Brand you will no longer see distinct brand campaigns for each of the variants. Rather, all advertising will feature the Coca-Cola products equally enabling consumers to an informed choice on the Coca-Cola that suits their taste, lifestyle and diet," she said.

The new design packaging will be available in all major and independent retailers from 6th February 2017.

*50% less sugar compared with Coca-Cola Classic

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For more information contact One Green Bean:

Alyce Cowan

02 8020 1818 / 0417 724 037 alyce.cowan@onegreenbean.com

About The Coca-Cola Company

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, Powerade and many more. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support engaged communities, create an inclusive work environment for our associates, and enhance the economic development of the communities where we operate. For more information, visit Coca-Cola Journey at www.coca-colajourney.com.au. Coca-Cola Amatil (Aust) Pty Ltd is the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia. Coca-Cola South Pacific Pty Ltd, an indirect wholly owned subsidiary of The Coca-Cola Company, provides marketing and technical/quality services to The Coca-Cola Company in Australia.