

EXECUTIONS

This section illustrates how the Coca-Cola Global Look of the Games elements can be brought together in a diverse, creative, yet controlled way to communicate the Olympic Games across several executions. By following a simple, consistent system the Look of the Games can create several variations on the same visual theme. Throughout these executions, you will see the following elements applied:

Posters
Shelf Strips
Cooler Stickers
Street Banners
Wobblers
Rack Headers &
Side Panels

Point-of-Sale
Display Base Wraps
Barrel Coolers
Pole Signs
Ceiling Danglers

*All final pieces must be submitted for final approval.
Please note that prizes must be from Olympic Games
sponsors, or unbranded.*



EXECUTIONS: Posters

POSTER / VERTICAL 1

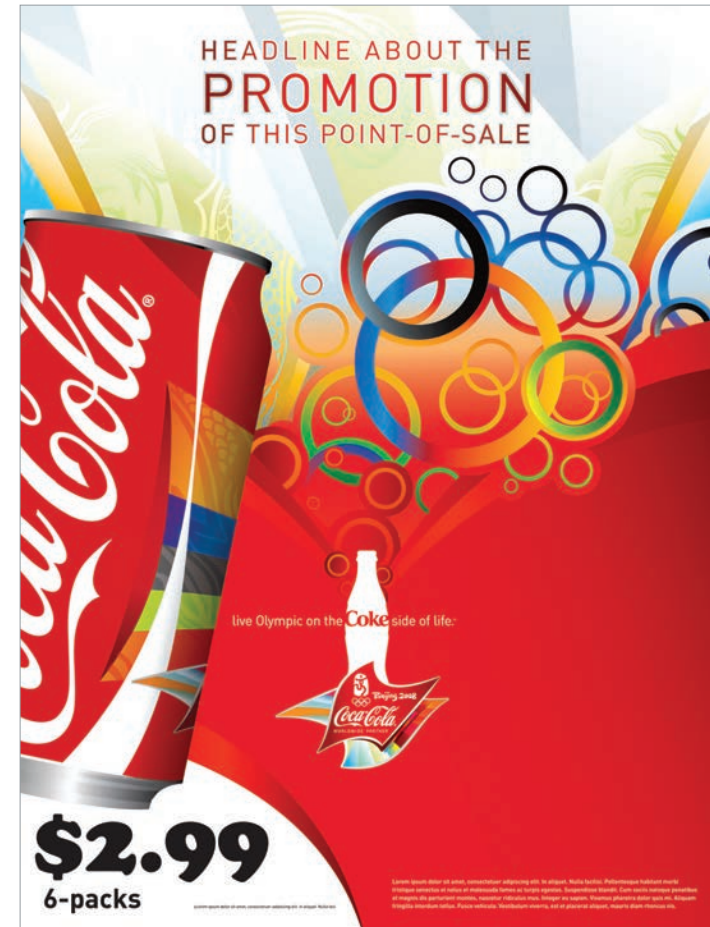


EXECUTIONS: Posters

POSTER / VERTICAL 2



POSTER / VERTICAL 3



EXECUTIONS: Point-of-Sale

POINT-OF-SALE 1



EXECUTIONS: Point-of-Sale

POINT-OF-SALE 2



EXECUTIONS: Point-of-Sale

POINT-OF-SALE 3

Coke
Beijing 2008
Coca-Cola

\$4.99
Coca-Cola 12-Packs

\$1.99 Fanta
Buy one, get one free.

HEADLINE ABOUT THE PROMOTION OF THIS POINT-OF-SALE

\$5.99 Fresca 12-Packs

\$8.99 Enviga 12-Packs

CUSTOMER POINT-OF-SALE 4

Coke
Beijing 2008
Coca-Cola

This image is NOT the property of Coca-Cola

HEADLINE ABOUT THE PROMOTION OF THIS POINT-OF-SALE

This image is NOT the property of Coca-Cola

odak

DUAL LENS

i'm lovin' it.

Coca-Cola

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras dapibus nunc non leo. Vivamus lectus pede, volutpat tempus, adipiscing et, suscipit et, urna. Nulla vitae felis non odio hendrerit accumsan. Ut suscipit nunc eget leo. Mauris nisl. Ut pede tortor, aliquet et, tincidunt et, vel.

EXECUTIONS: Shelf Strips

SHELF STRIP 1



SHELF STRIP 2



EXECUTIONS: Display Base Wrap



EXECUTIONS: Rack Header and Side Panel

RACK HEADER



RACK SIDE PANEL



EXECUTIONS: Cooler Stickers

COOLER STICKER (HANDLE)



COOLER STICKER (BASE)



EXECUTIONS: Barrel Coolers



EXECUTIONS: Street Banner



EXECUTIONS: Pole Sign



EXECUTIONS: Wobblers

WOBBLER 1



WOBBLER 2



WOBBLER 3



EXECUTIONS: Ceiling Danglers

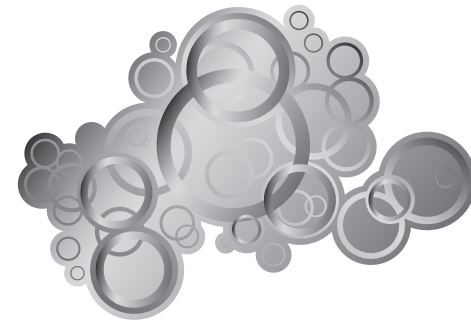
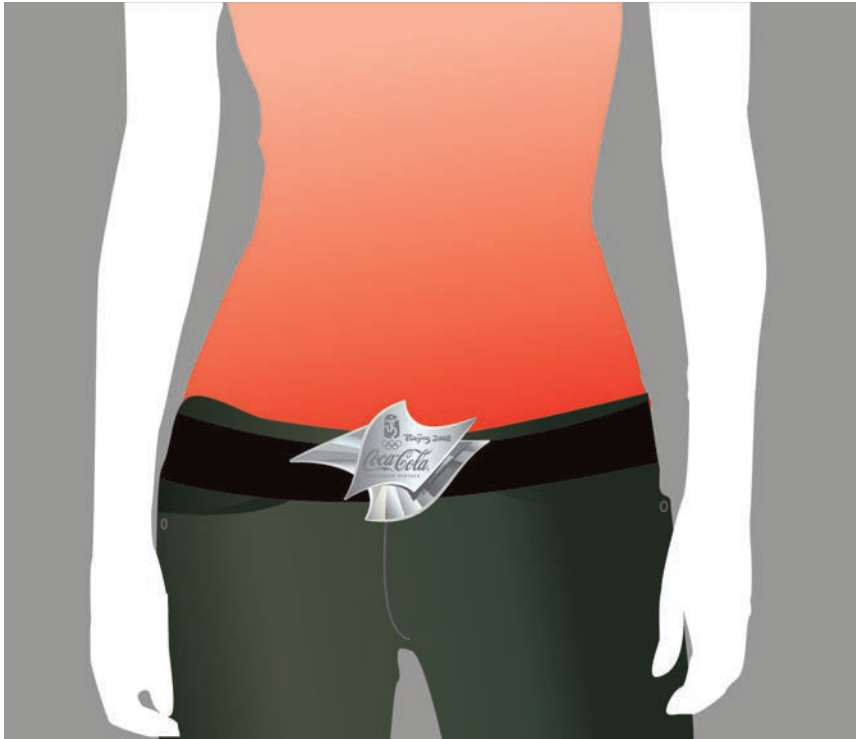


PREMIUMS

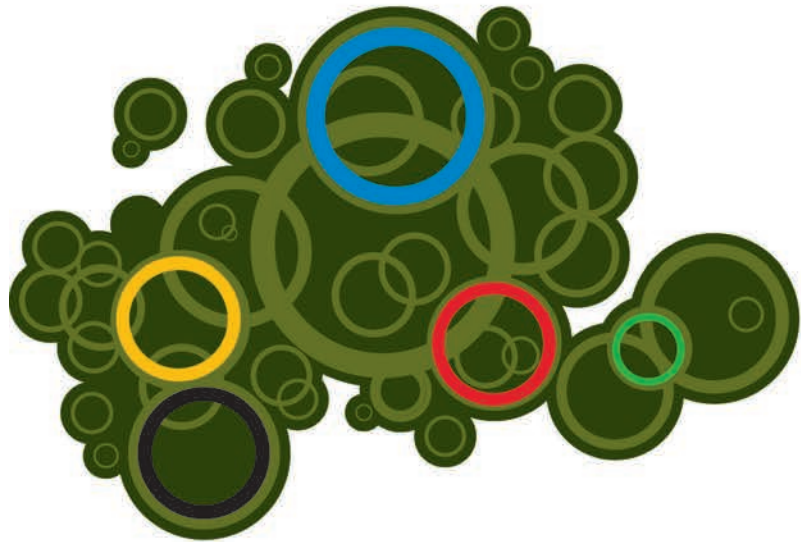
The Coca-Cola Global Look of the Games extends into a series of Coke Olympic Premiums—highly desirable, high visual impact items for giveaway and promotions that carry the look.

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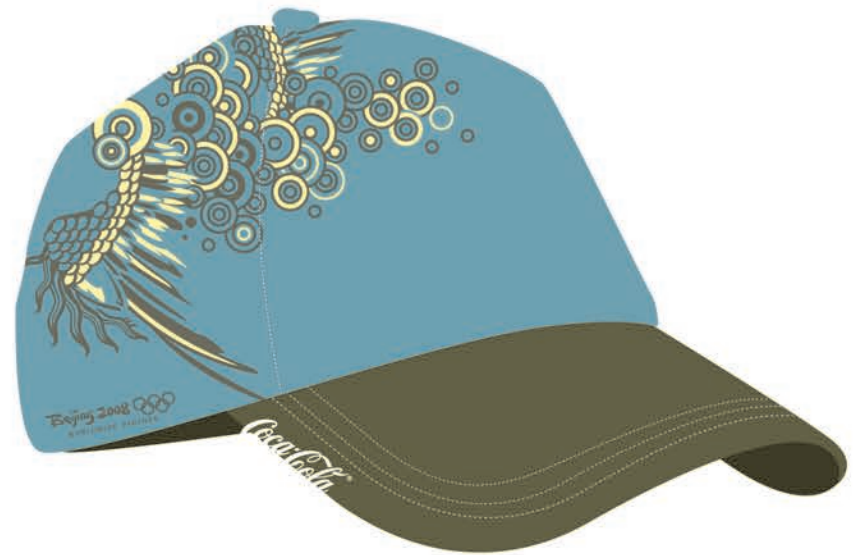
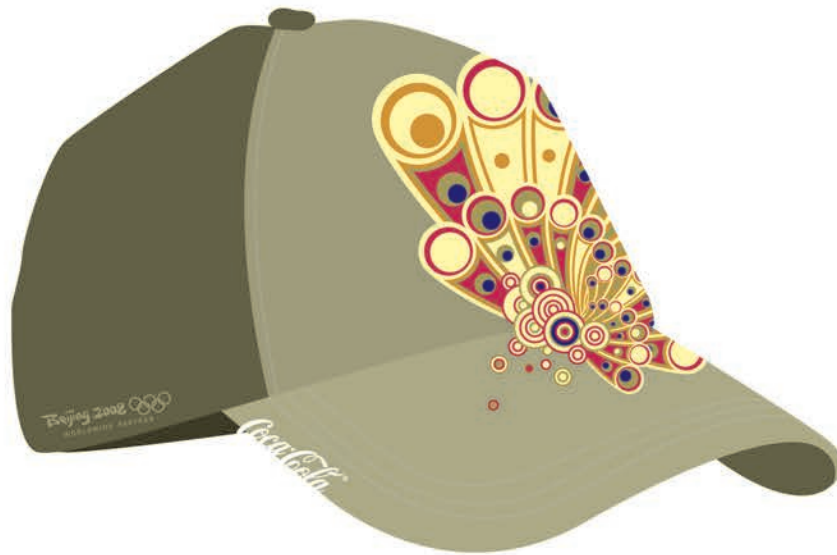
PREMIUMS: Belts



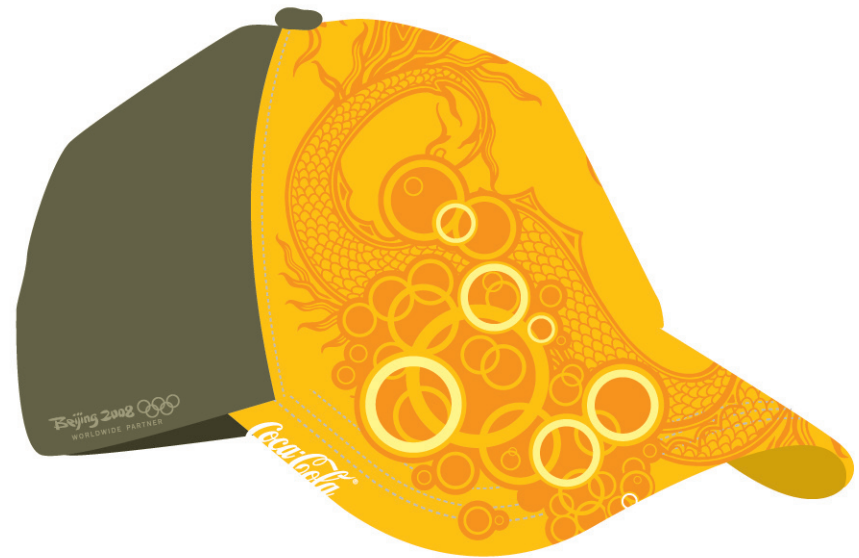
PREMIUMS: Caps



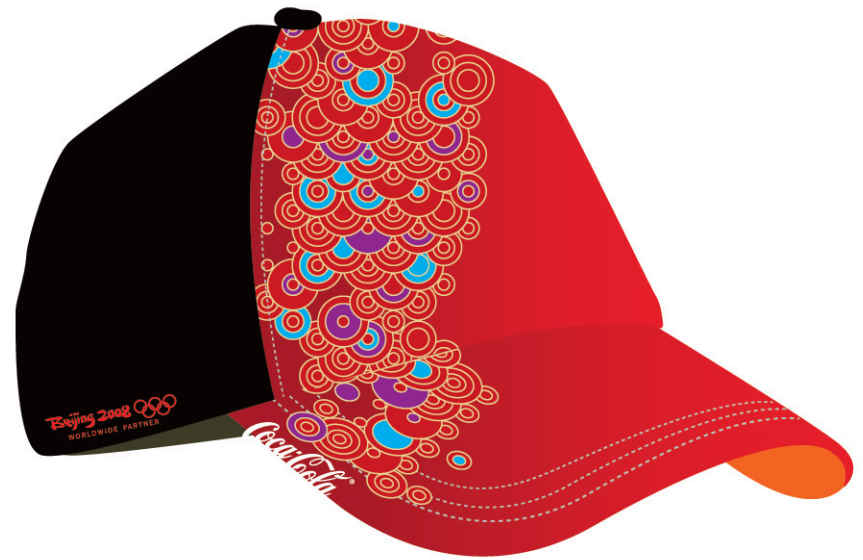
PREMIUMS: Caps



PREMIUMS: Caps



PREMIUMS: Caps



PREMIUMS: Hooded Sweatshirts



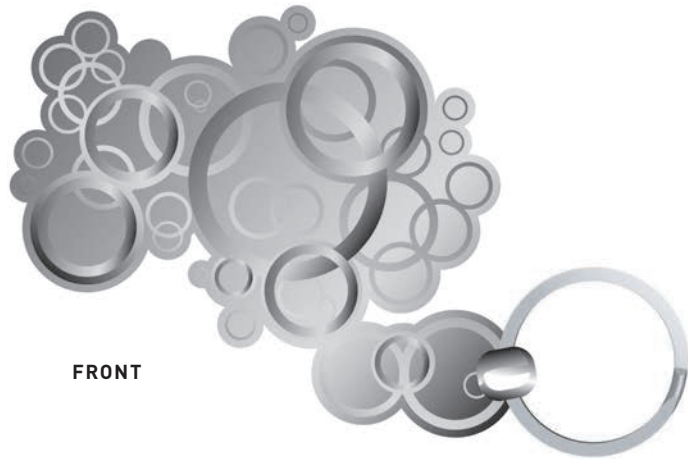
PREMIUMS: Glasses



PREMIUMS: Glasses



PREMIUMS: Keyrings



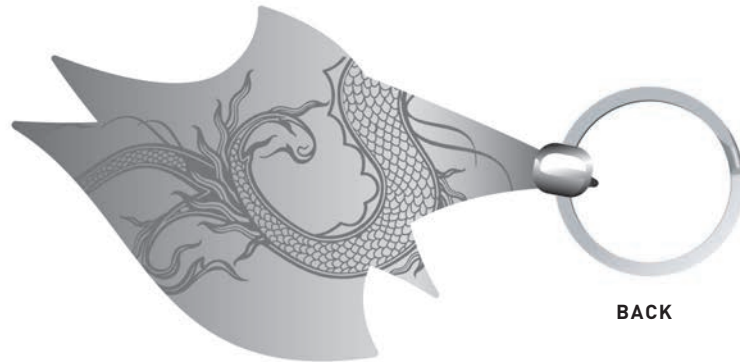
FRONT



BACK



FRONT



BACK

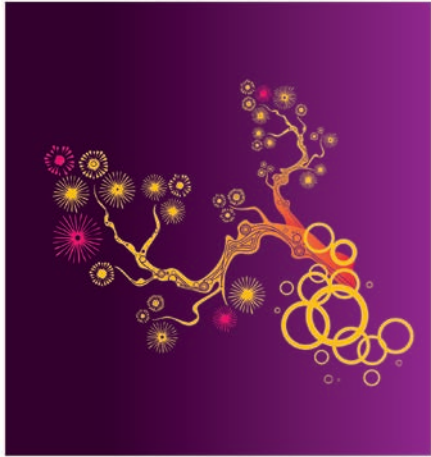
PREMIUMS: Pins



PREMIUMS: Long-Sleeved Shirt



PREMIUMS: T-Shirts / Women's



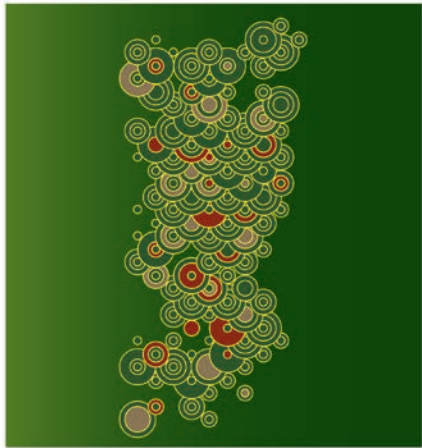
PREMIUMS: T-Shirts / Women's



PREMIUMS: T-Shirts / Men's



PREMIUMS: T-Shirts / Men's



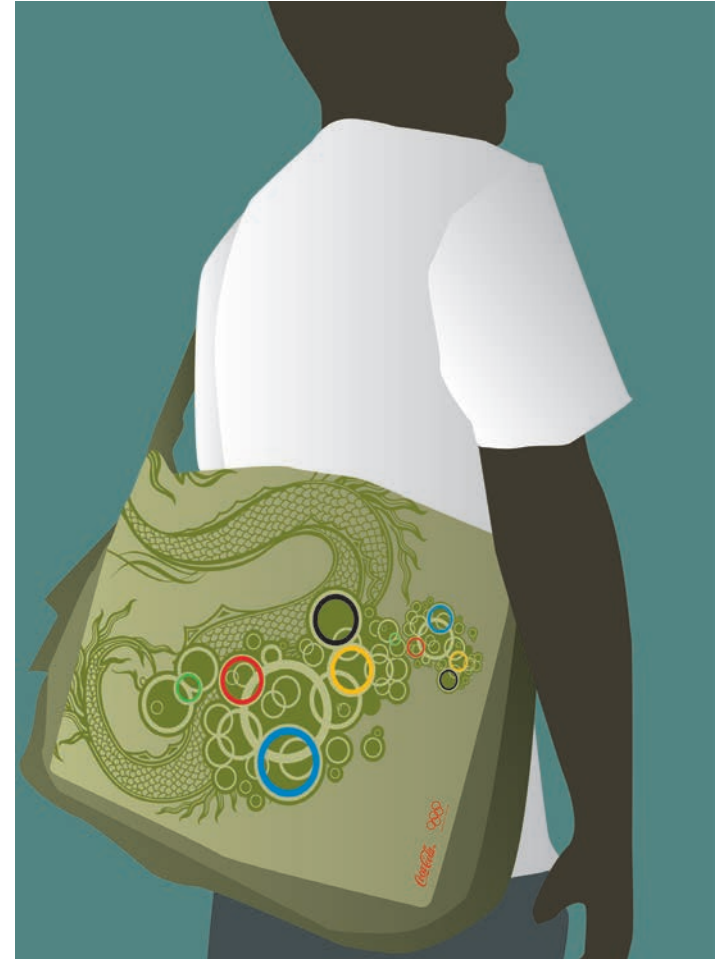
PREMIUMS: Golf Shirts



PREMIUMS: Golf Shirts



PREMIUMS: Messenger Bags



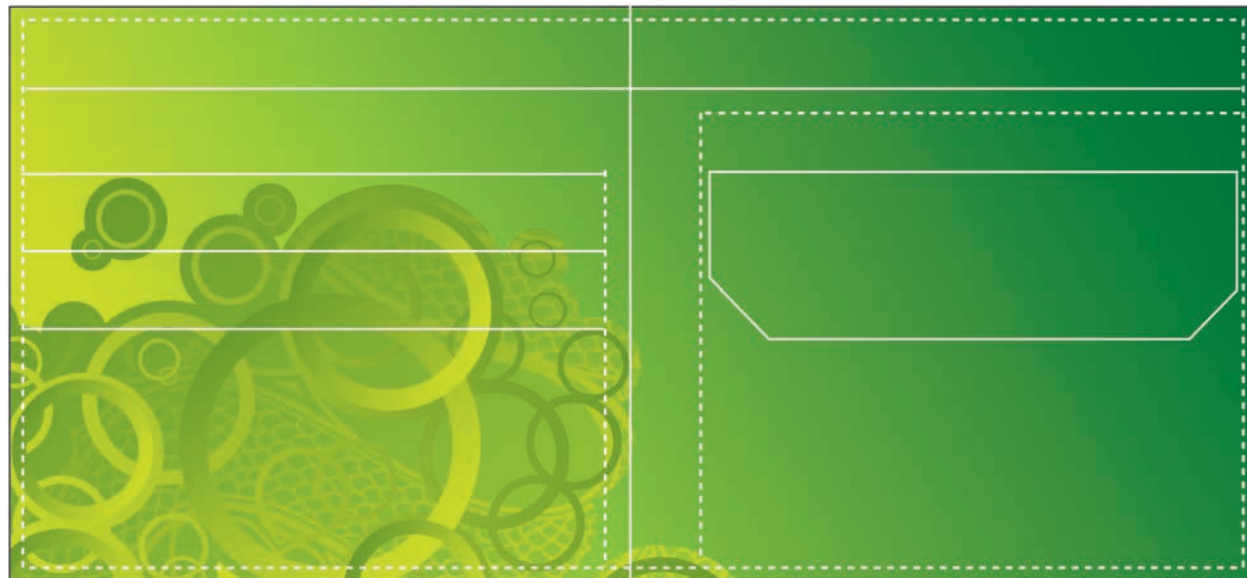
PREMIUMS: Snow Hat



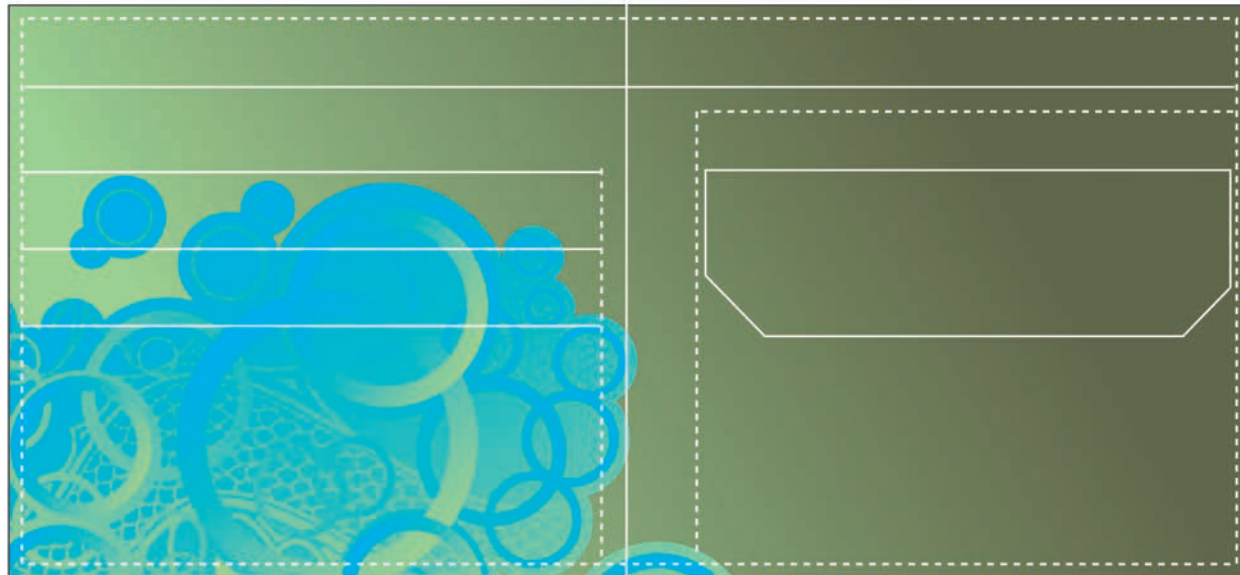
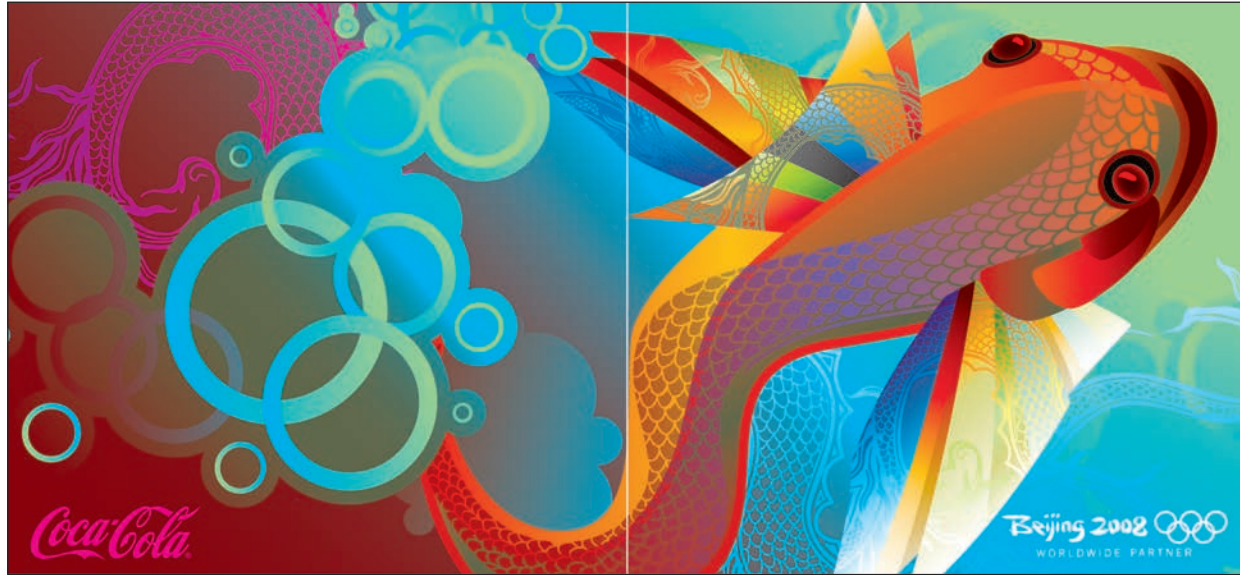
PREMIUMS: Sticker



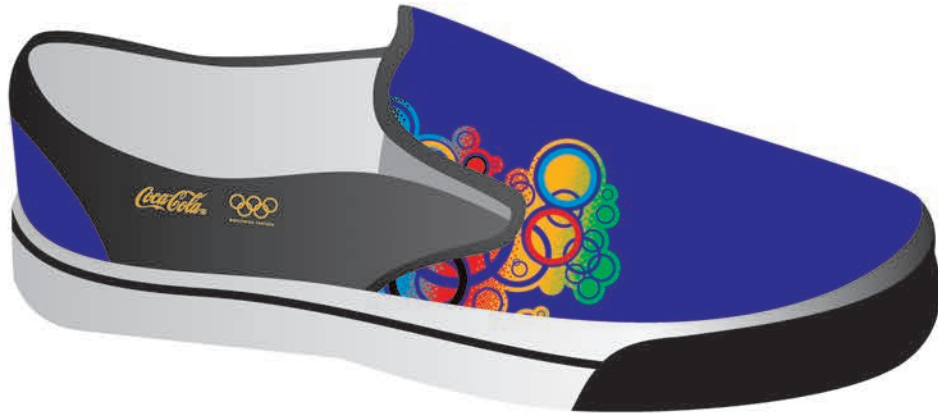
PREMIUMS: Wallet



PREMIUMS: Wallet



PREMIUMS: Shoes



PREMIUMS: Watches

