

## Sania Mirza launches Sprites Out-of-Home Campaign In Kolkata for Summer 2007

*Signs A Special "Love Kolkata" Message At The Unveil Ceremony at Park Street*

Mumbai, Maharashtra, IND, 2007-05-03 11:59:18 (IndiaPRwire.com)

Coca-Cola India today launched an exciting 'Out-of-Home' campaign in Kolkata for Sprite, India's number one sparkling beverage brand in the clear lime segment. The innovative campaign was unveiled by Sania Mirza - India's tennis sensation and Sprite drinker. The launch of out of home campaign for Sprite is part of a larger strategic initiative to strengthen connect of the brand with the youth. The campaign brings out the thirst-quenching, no nonsense, and unpretentious attitude of the brand, best explained by its tagline-Sprite Bhujaye Pyaas&hellip;Baaki All Bakwaas. Clear Hai ?!. Brand Sprite's Out-of-Home campaign has been conceptualized by Ogilvy & Mather. As part of the roll out plan, customized creatives would be put up in various outdoor locations across Kolkata - be it roadside, movie theaters, malls, other youth hang out areas. The 360 degrees communication initiative also includes leveraging the new 'Digital Platforms' through the interactive 'Sprite-itude' zone on [www.myenjoyzone.com](http://www.myenjoyzone.com)- the one stop online destination for the youth.

According to Debabrata Mukherjee, Director Marketing- Flavors & Media, Coca-Cola India said, 'Use of innovative communication media, including the Out-of-Home and digital platforms are all part of our strategy to break through the clutter and strengthen the connect of brand Sprite with the youth. The campaign has been designed to talk to the consumers in a manner that is simple, honest and straight forward. And who better to unveil the latest out-of home campaign for Sprite in Kolkata but Sania Mirza herself. Sania is known not only for her tennis but also for her direct speak and unpretentious approach to her achievements.'

Speaking on the occasion, tennis sensation and Sprite drinker, Sania Mirza said, 'I am delighted to be in Kolkata for the launch of the Out-of-Home campaign for Sprite. It is a brand which is known for its go-getting youthful attitude combined with a straightforward tongue-in-cheek humor. All these are qualities, I closely identify with. I am certain that this latest initiative will connect with today's youth, who have all realized that they simply need to work hard to achieve their desired goals instead of sitting around waiting for things to happen.'

### **More About Sprite's Out-of-Home Campaign**

The latest Out-of-Home (OOH) communication initiative, conceptualized by Ogilvy & Mather is part of a 360-degree surround campaign for brand Sprite. The creatives for this campaign have been customized based on the location of the outdoor. For example the OOH Sprite ad outside a movie theater has been designed in the form of a 'Sprite Movie Poster'. Similarly, an OOH Sprite communication being put up at a youth hangout location has been designed in the form of a 'Graffiti Board'.

More About Sprite-itude Zone:

The campaign also leverages new 'Digital Platforms' like the Internet through a specially-created interactive online 'Sprite-itude' zone that offers ample creative and gaming opportunities to the youth.

A net user can enter the Sprite-itude zone by either logging on to the Coca-Cola interactive site [www.myenjoyzone.com](http://www.myenjoyzone.com) and then clicking on the Sprite-itude section or by directly keying in the URL <http://www.myenjoyzone.com/sprite/>

**Some of the highlights of the Sprite-itude zone include** Test Your Sprite-itude: An interactive questionnaire that tests the users Sprite-itude. It evaluates whether you are an individual who sets your own rules or easily follows others. Sprite Cool Zone: A Cool Zone with fun applications & activities including -Sprite DoublesSprite-itude on the Move: Users will have to create their own 1 min mobile movie (shot only from a cell phone camera)Sprite-itude One-LinersAccess to exciting downloads and online gaming

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