



## ***Sprite* rolls out next phase of successful 'Cut Through The Heat' campaign**

**Australia, 30 March 2016:** Coca-Cola South Pacific has today announced the latest phase of *Sprite's* 'Cut Through The Heat' campaign, as the brand aims to continue building on the great success it enjoyed in 2015. The latest activations are focused on extending *Sprite's* relevance with a younger audience.

To achieve this, *Sprite* have developed a multi-million, fully integrated marketing campaign that includes multi-channel executions across digital & social, out-of-home advertising, experiential activations and partnerships through to the end of the year. The campaign continues its theme of encouraging consumers to 'Cut Through the Heat' and tackle the awkward moments head on.

Today's Hit Network national drive time co-hosts, Hamish and Andy have been brought on board to launch the 'March of Awkwardness.' The radio campaign includes awkward moment segments, curated by *Sprite*, as well as a series of radio competitions and giveaways aiming to empower and inspire listeners to deal with life's awkward moments. *Sprite* are also working closely with influencers Brittney Lee Saunders, a YouTuber from Newcastle, and Jacko Brazier, a Melbourne-based social media personality, to help connect with a younger audience. The duo will create content for their social channels including YouTube, Facebook, Twitter, Instagram and Vine, allowing *Sprite* to reach over 200,000 Aussie teens and young adults.

The development of 10 brand new *Sprite* content videos for online and mobile platforms will drive the brand's digital and social strategy. The series of short form

ads and snackable content will be geared towards positioning *Sprite* as a refreshing option to 'Cut Through The Heat.'

The 2016 campaign kicked off with the brand's renowned ambassador, *Sprite Saver*, on the lookout for awkward moments between unsuspecting Aussies and rewarding them with a refreshing treat. *Sprite Saver* stopped by Coogee Beach in Sydney over Valentine's Day weekend and four universities across four states during O-Week. *Sprite Showers* also made a successful return with over 7,000 mini cans and 2,800 showers used to help beach goers cut through the heat at Coogee Beach.

Aisling Wilde, Brand Activation Manager, *Sprite*, said: "After a hugely successful 2015, we are determined to keep building on that momentum and increase engagement amongst younger consumers with innovative and fun activations. The 'Cut Through The Heat' campaign is one we are extremely proud of and it's vital for us to continue talking directly to our *Sprite* consumers in meaningful ways. Look out for more fresh content and activities from *Sprite* in the coming months.

For more information, head to <http://www.coca-colajourney.com.au/> or <https://www.facebook.com/SpriteAUNZ/>

**Collaborating agencies:**

UM, McCann, Adhesive, Urban Media, Coca-Cola Social Centre

---ENDS---

For more information contact Red Agency:

Martin Harkin  
02 9963 7814  
0410 710 544  
[martin.harkin@redagency.com.au](mailto:martin.harkin@redagency.com.au)

Shailo Rasanayakam  
02 9963 7759  
0403 777 709  
[shailo.rasanayakam@redagency.com.au](mailto:shailo.rasanayakam@redagency.com.au)

## **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 active, [healthy living](#), create a safe, 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](http://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.