

COCA COLA ACTION STORYBOARD



White wave swirls in.



Bottles coming in from sides. First paragraph fades in.

COCA COLA ACTION STORYBOARD



Second paragraph fades in.



Bottles coming to a rest after gently knocking each other.

COCA COLA ACTION STORYBOARD

IN 1983 WE LAUNCHED DIET COKE,
OUR FIRST **NO SUGAR** VERSION OF
A MUCH LOVED CLASSIC

TODAY ALL OF OUR MAJOR
BRANDS HAVE A WIDELY AVAILABLE
NO OR LOWER CALORIE ALTERNATIVE



Logo appearing from left to right.

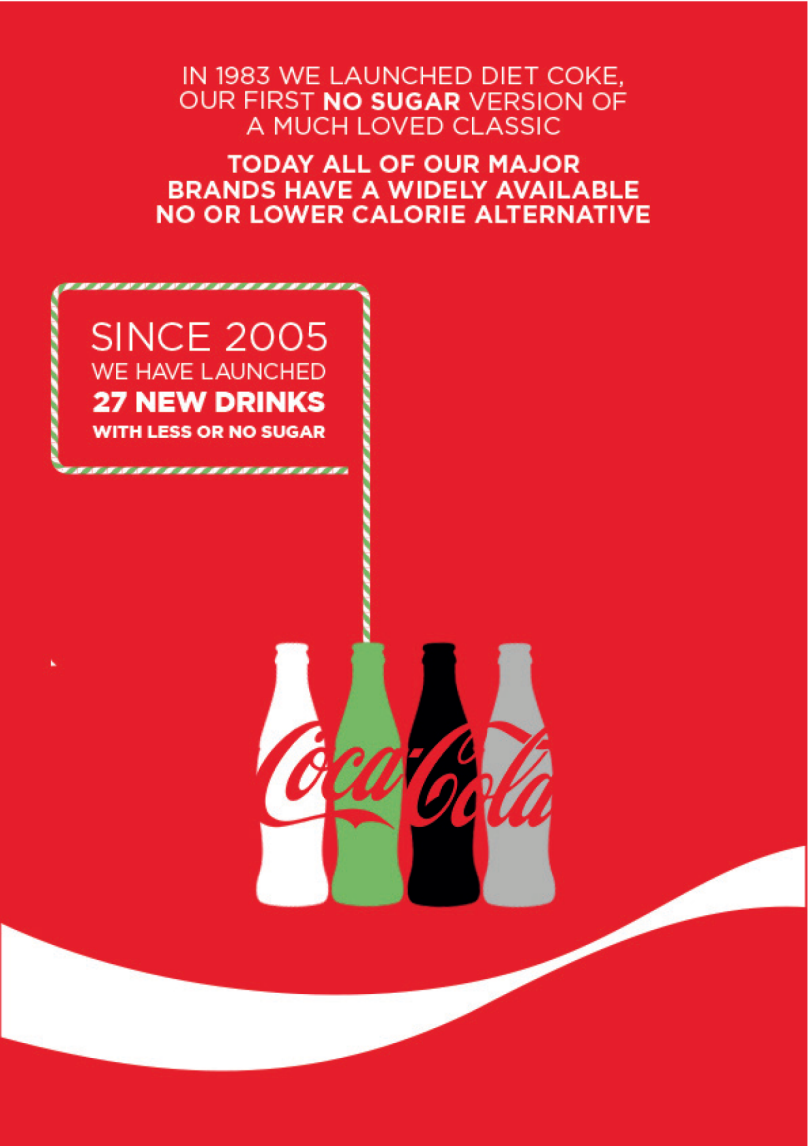
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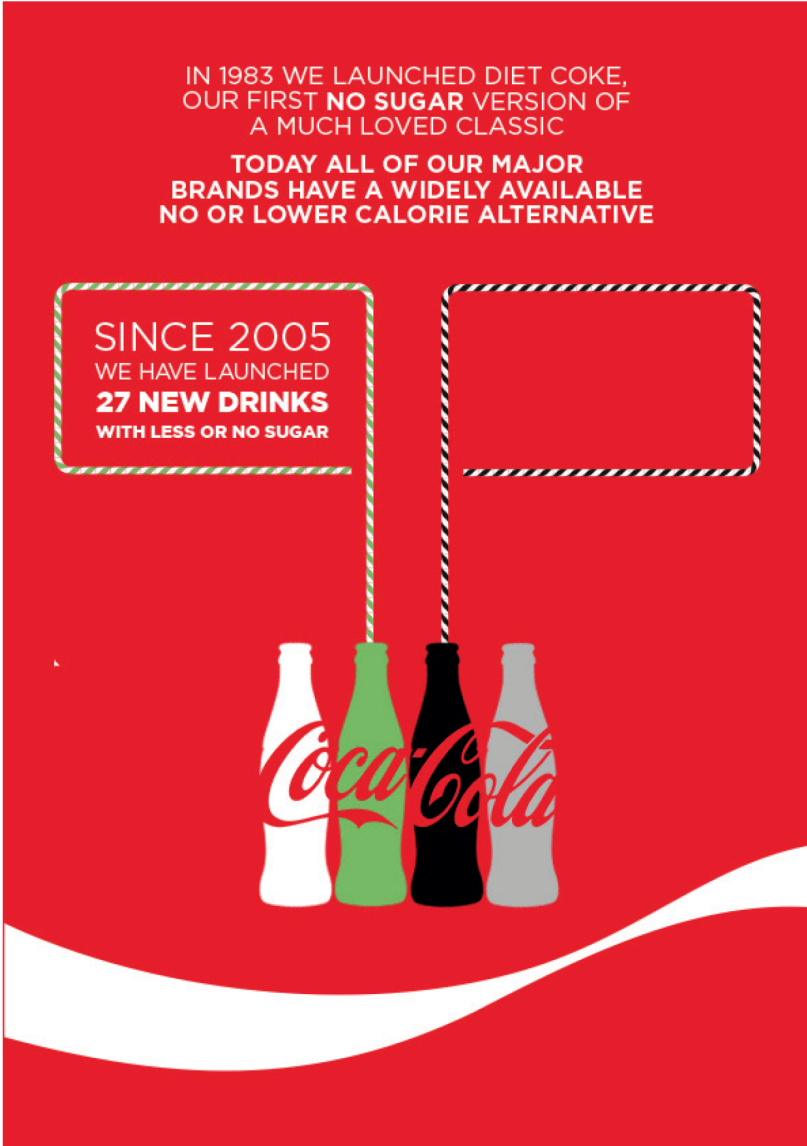


Green straw coming out of the green bottle.

COCA COLA ACTION STORYBOARD



Green straw's copy comes in line by line (no fade).



Black straw coming out of the black bottle.

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Black straw's copy comes in line by line (no fade).



Red straw coming out of the red bottle.

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SINCE 2005
WE HAVE LAUNCHED
27 NEW DRINKS
WITH LESS OR NO SUGAR

WE HAVE HELPED REDUCE
THE SUGAR FROM SOFT DRINKS
TAKEN INTO UK HOUSEHOLDS
BY MORE THAN 8%
IN THE LAST 3 YEARS

IN 2015 WE ARE
INCREASING OUR MEDIA INVESTMENT
IN OUR **NO AND
LOWER SUGAR**
COCA-COLA DRINKS
TO ENCOURAGE MORE PEOPLE
TO TRY THEM



Red straw's copy comes in line by line (no fade).

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Grey straw coming out of the grey bottle.

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IN THE LAST 3 YEARS*

IN 2015 WE ARE
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TO ENCOURAGE MORE PEOPLE
TO TRY THEM

43% OF THE COLA
WE SELL IS NOW LOWER OR
NO SUGAR OR CALORIE
AND WE WILL GROW
THAT TO 50% BY 2020**



Coca-Cola

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Coca-Cola

SEE COCA-COLA.CO.UK FOR MORE DETAILS

URL fading in.

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*Warrar, Worldpanel (GB Take Home Shopping Baskets May 2012 v May 2015). **Coca-Cola Great Britain, Choice and Information Report May 2015.
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Legals fading in.