

Joining forces for cool-drinks, cool music

The Coca-Cola Company and music channel MTV base have entered into a major marketing alliance that will partner the two brands on air, on-the-ground and on pack.

The two companies joined forces to activate *MTV Coca-Cola VJ Search & MTV Coca-Cola Xpress*, an integrated 360-degree sponsorship campaign and TV show targeting young music lovers, the youth and young adult community in East Africa.

In terms of the deal, Coca-Cola will build on its strong association with music in East Africa by being the exclusive sponsor of the show, an exciting combination of grassroots' talent search and TV music chart show that began running from July and will end in December. Heavyweight promotion for the campaign commenced on-air in July, before MTV base and Coca-Cola embarked on a joint quest to find MTV's first-ever TV presenters (VJs) from the region, via an extensive audition tour reaching three cities in Kenya, two in Tanzania and one in Uganda. The finalists will go on to compete in a series of live TV 'finals' where the new presenters for Kenya, Tanzania and Uganda will be chosen by a panel of celebrity judges, MTV base, Coca-Cola and members of the public voting via SMS. The three ultimate winners earn a *bone fide* contract to host TV show *MTV Coca-Cola Xpress*.

Details of the search feature prominently on terrestrial TV partner NTV and official radio partner Capital FM, supported by street promotions and digital media platforms. The show is also airing in Tanzania on TVT and in Uganda on WBS.

Compelling TV programming from the search will be aired on TV from this month (August) in MTV base programme 'blocks' on NTV as well as the company's pan-African pay-TV channel (DStv Channel 88 & GTV Channel 7).

Commented Judy Kiruri, East Africa marketing manager, Coca-Cola East Africa, 'With this campaign, we are underscoring its reputation for creating new and unique experiences for our consumers while cementing our brand's association with the cutting edge of music and youth. By partnering with MTV base on this project, we are paving the way for youth to express their passion for music and entertainment via this dream-come-true opportunity.'

Alex Okosi, vice president & general manager, MTV Networks Africa, said, 'MTV base has built a reputation in East Africa for creating imaginative, one-of-a-kind experiences and TV programmes which profoundly engage and connect with young adults... This wonderful project will excite the imagination and ambition of young music fans, and create even more opportunities for them to interact with our two brands in innovative and rewarding ways.'

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