



The Coca-Cola Company
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News Release

COCA-COLA® DROPS THE 1971 UNITY COLLECTION TO MARK THE 50TH ANNIVERSARY OF ITS ICONIC HILLTOP COMMERCIAL

The Coca-Cola Company has teamed up with over 25 fashion and beauty brands, including Morphe, Casetify, Starter, Rookie Roller, Samsung Tafi AR, Grade Africa, and PopSockets

ATLANTA, May 5, 2021 - Coca-Cola is releasing the 1971 Unity Collection with capsules from over 25 much-loved global fashion and beauty labels to mark the 50th anniversary of its iconic Hilltop television commercial. As a reflection of the advertisement's enduring relevance in popular culture since its release in 1971, Coke® has created capsules that bring the themes of peace and harmony into focus in a contemporary way for fashion and beauty fans around the globe.

During a shifting cultural landscape in 1971, the groundbreaking Hilltop commercial featured a diverse group of young people singing together on a hilltop in Italy. One of the most familiar lines from the song in the original commercial - "I'd like to teach the world to sing, in perfect harmony" - features prominently as inspiration across the collections, showing how the commercial has become an enduring icon over the past 50 years.

Kate Dwyer, Senior Director of Global Licensing for Coca-Cola, says "The original campaign sentiment of love and unity is as powerful today as it was in 1971. These new collections showcase the timeless values of peace, inclusiveness, diversity and optimism in a way that is very relevant today and is authentically Coke."

Happiness can exist in the smallest of things, from a perfectly chilled bottle of Coca-Cola to a perfectly shadowed eye or glossed lip. Coke has partnered again with popular beauty brand, Morphe, to create an optimistic collection of 1971-themed lip glosses and volumizing mascara. Rounding out the range is a playful eye shadow palette that delivers big on iconic retro hues and a make-up brush set that will totally sweep the peace.

Coca-Cola is introducing some new partners with its 1971 Unity Collection. PopSockets and Casetify - hugely popular teen accessories brands – will both be rolling out a 1971-themed range, replete with the unity and harmony messaging and visuals that were so integral to the original commercial.



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Coke is also going virtual with its 1971 Unity Collection, by rolling out digital dressing options with Tafi AR from Samsung. Tafi AR - the avatar styling app - and Coca-Cola are launching premium branded outfits and accessories that will be available in Samsung Galaxy Store's AR Emoji marketplace. The collection is testament to how Coca-Cola combines tradition and innovation to continue to be relevant to consumers' lives, and to go beyond being a traditional apparel brand.

Other accessory collaborations launching in the months to come include Rookie Roller, Bumpboxx and Timex, all of which eschew a retro 70s playfulness and easy-going, fun vibe.

The full-line up of capsule collections includes: Morphe, PopSockets, Casetify, Samsung Tafi AR, PacSun, Spirit Jersey, Grade Africa, Fifth Sun, Loft, Ripple Junction, Chaser, Only & Sons, Freeman Shoes, Timex, Smeg, Rookie Roller, Starter, Bumpboxx, Rolla's Jeans, Christopher Radko, Funko, Mark Feldstein, Koolatron, Round 2, Picnic Time, Vintage Vending, Castline, Tai Apparel, AMC Textil, Blue Ocean.

Notes to Editors

Retail

The collections will launch internationally on a rolling basis throughout the summer and early fall from May 11, 2021 and will be available at your favorite retailers for apparel, accessories and other products. An abbreviated assortment will also be available from May 24, 2021 at <https://us.coca-cola.com/store/unity> for the US and <https://intl.cokestore.com/> for cross-border access.

Campaign Imagery & Videos

All campaign and product imagery and videos can be downloaded from <https://us.coca-cola.com/store/unity-press-center>. Collection imagery will be added throughout the summer as new capsules drop. The iconic Hilltop original television commercial can also be downloaded. Please note that “**The Coca-Cola Company © 1971 All Rights Reserved**” must be displayed clearly during the Hilltop original television commercial's use.

Social Media

Please share your Coca-Cola inspired looks using #Coke1971Collection. A special 1971 themed Spotify playlist to accompany the collection can be found at <https://us.coca-cola.com/store/unity>.

Other Information

All campaign information can be found at <https://us.coca-cola.com/store/unity>.



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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. Our portfolio of brands includes Coca-Cola, Sprite, Fanta and other sparkling soft drinks. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).