



BIG Cola inspires the youth of the world to Think BIG and adopt a giraffe

BIG Cola continues to surprise and inspire its fans with ingenious ways to Think BIG and WIN BIG! The lucky winners of the newest BIG Cola contest will travel to Africa to adopt a giraffe, the tallest living terrestrial animal, and will share their experience on Animal Planet.

Madrid, 26.09.2013. BIG Cola, a leading global soft drink brand, has today launched an out-of-the ordinary and inspirational marketing campaign that invites its fans to Think BIG and win a spectacular prize: a trip to Kenya to adopt their very own giraffe, participate in the conservation of this endangered species and feature on the renowned Animal Planet channel.

Following the global roll-out of the successful "Animal Orchestra" advertising campaign earlier this year, BIG Cola continues to engage with the animal world, and is now working in collaboration with Animal Planet, the world's only entertainment brand that offers comprehensive, informative and high quality content dedicated completely to the animal world. Animal Planet will air a 1-minute mini-segment about the experience of the BIG Cola contest winners' in Kenya, at the Giraffe Centre in Nairobi run by the African Fund for Endangered Wildlife (Kenya). Big COLA is therefore not just inspiring its fans to Think BIG, but is also taking BIG actions to promote wildlife conservation, in particular to help conserve the endangered Rothschild giraffe.

Jorge López Doriga, Chief Marketing Officer for BIG Cola, explained: "We know the fans of BIG Cola have big ideas and big dreams, and want to make a difference: this is our way of helping them make one of their dreams come true in an extraordinary manner".

The BIG Cola advertising campaign will be visible on TV, radio, print media as well as in stores. BIG Cola fans can participate in the contest to win a giraffe by following the local mechanics on each country.



About AJE

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America and Asia, and with 15,000 direct and indirect employees. Globally, AJE is the 10th largest soft drinks company in sales volume and the 4th largest producer of carbonated soft drinks (source: Euromonitor, 2011). With a strong commitment to "democratizing consumption," AJE reaches out to new consumer groups and provides them with access to high quality products at fair prices. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade and Volt in the categories of water and juices, as well as hydrating and energy drinks. AJE's vision is to be one of the top 20 multinational companies by the year 2020. For more information, please visit: www.ajegroup.com

BIG Cola media contact:

Kati Kaskeala
Corporate Communications Director
(+34) 630 77 34 81
kati.kaskeala@ajegroup.com