

News Release

May 18, 2017

Press Release

Win area-unique designs !
Prize campaign for Coca-Cola original ONE
PIECE goods won through VM purchase!!
Begins on Monday, May 22 in the sales areas of Coca-Cola
Bottlers Japan

Coca-Cola Bottlers Japan Inc (HQ: Minatoku, Tokyo; Representative Director & President: Tamio Yoshimatsu, hereinafter CCBJI) is pleased to announce that our new prize campaign “Win Coca-Cola original ONE PIECE goods through VM purchase!!” is to be implemented from Monday, May 22 in the sales areas of our group companies of Coca-Cola East Japan, Coca-Cola West, and Shikoku Coca-Cola Bottling.

In this campaign, consumers can win Coca-Cola original ONE PIECE goods when purchasing Coca-Cola products from Coca-Cola vending machines in our sales areas.*2 The campaign is consisted of two programs: “You can win on the spot!” and “You can win through prize draw!”

詳細は下記QRコードまたはURLからキャンペーンサイトへアクセス!



https://secure-c.cocacola.co.jp/campaign/one-piece_vm/

キャンペーンサイト入力締切：2017年7月31日(月) 23:59まで

お問い合わせ先 | キャンペーン事務局 0120-440-509

10:00~18:00/
土・日・祝日・年末年始を除く

対象製品

ココ・コーラ社 全製品

※景品により対象製品が異なります。
※景品賞品は一部です。※景品により取り扱っていない製品がございます。



■ Campaign Overview ■

[You can win on the spot !]

When purchasing target products from subject Coca-Cola vending machines in CCBJI sales areas^{*2}, consumers can win Coca-Cola original ONE PIECE goods on the spot (either a sticker or charm keychain). For stickers, in addition to the 3 common designs, there are 21 designs unique to certain areas in the motif of their sightseeing spots.

[You can win through prize draw !]

When entering 16-digit serial number by accessing the QR code shown on a prize or going to Campaign website (https://secure-c.cocacola.co.jp/campaign/one-piece_vm/) to enter the prize draw, 1,000 winners can obtain Coca-Cola Original Mascot Clock (with a poster).

Deployment period: From Monday, May 22, 2017

※“You can win on the spot ! ” program will end as soon as the goods become out of stock.

※ The submission deadline for “You can win through prize draw ! ” is at 23:59 of Monday, July 31, 2017.

Area of deployment: The sales areas of each company of Coca-Cola Bottlers Japan Group^{*1}

Target products: All Coca-Cola products

※Target products differ in accordance with the prize.

*1 CCBJI group companies and their sales areas are as follows.

Coca-Cola East Japan : Miyagi, Yamagata, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Niigata, Yamanashi, Gifu, Shizuoka, Aichi, and Mie

Coca-Cola West : Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Tottori, Shimane, Okayama, Hiroshima, Yamaguchi, Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima

Shikoku Coca-Cola Bottling : Tokushima, Kagawa, Ehime, and Kochi

*2 There are vending machines that are not subject to this campaign. Please be informed that the subject vending machines have a campaign poster on them.

【Prizes】

〈Stickers〉

Coca-Cola Original ONE PIECE stickers.

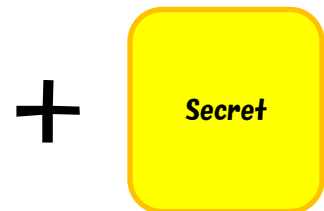
The designed part is removable, so it can be stuck to notebooks or memo pads.

In addition to the 3 common designs, there are 21 area-unique designs.



〈Charm Keychains Total of 13 types〉

ONE PIECE charm keychains designed exclusively for Coca-Cola (There are 13 designs in total, out of which one design is secret). Consumers can put the charms to anywhere they like such as a bag.



〈Coca-Cola Original Mascot Clock with a Poster〉

This is a truck-shaped mascot clock with semi-3D Luffy figure, giving a livewire feel. In addition, the poster is designed in such way that you can see all 21 area-specific designs at a glance. You can enjoy it by posting it in your room.



End

【Overview of Coca-Cola Bottlers Japan Inc.】

Coca-Cola Bottlers Japan Inc. (CCBJI, Security Code: First Section of TSE 2579), which was established through the integration between Coca-Cola West and Coca-Cola East Japan on April 1, 2017. It is one of the largest soft drink companies in Japan, as well as the largest Coca-Cola bottler in Asia with sales revenue ranked third out of over 250 bottlers worldwide. We are responsible for manufacturing and selling about 50 brand products, including "Coca-Cola," "Coca-Cola Zero," "Georgia," "Aquarius," "I LOHAS," and "Ayataka," as well as sports drinks, juice, energy drinks, and other carbonated beverages. We deliver safe, high quality products to about 111 million consumers in Tokyo, Osaka, Kyoto, and 35 other prefectures (southern Tohoku, the Tokyo metropolitan area, and the Tokai, Kinki, Chugoku, Shikoku, and Kyushu regions).

CCBJI aims for further growth of the Coca-Cola business by combining the experience and know-how acquired by 12 bottlers over their long history, creating new values and a positive working relationship with the community.

For further details, please refer to the Coca-Cola Bottlers Japan Inc. website.
(<https://en.ccbji.co.jp>)