



East &
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Franchise

Share a Coke is back! The magic of finding your name on the iconic bottle returns

15 July 2025, Harare - Coca-Cola is bringing back its legendary "Share a Coke" campaign, offering fresh brand experiences and inviting a new generation to experience the magic of personalized connection. In 2011, the brand launched this first-of-its-kind campaign in which you could find your name in place of the logo – an industry-first in personalization. Now the brand wants you to share a Coke with your friends to celebrate your friendship and create memories that will last a lifetime.

Did you know that 72 per cent of Gen Z seek authenticity and want to connect with real people in everything they do? * In a world where interactions online can feel momentary, sharing a Coke offers a tangible way to show you care.

Meaningful connections thrive both online and offline. While digital spaces keep us close, it's those shared moments in real life that make long lasting memories, yet the physical 'third spaces' that nourish these meaningful connections are in decline. "Share a Coke" is celebrating the friendships that define this generation, and the spaces that allow in real life moments of togetherness to thrive.

To celebrate the relaunch of "Share a Coke", the brand has created an online digital experience to share memories with your friends and family while enjoying a refreshing Coca-Cola. To access the digital experience, scan the QR code on participating packs (330ml can, 440ml and 2L PET), posters, or at activation centers. Look for personalized Coca-Cola bottles and cans in store and get ready to share the magic with your loved ones.

Consumers can experience the campaign activations across Zimbabwe, through a host of memorable in-store experiences – bringing people together in moments worth remembering.

Barry Otieno, Senior Manager Frontline Marketing, Coca-Cola Zimbabwe says, "In today's digital world, it is important to celebrate the unique bonds of friendship and celebrate this important human connection. "Share a Coke" reminds us that memories happen when we come together and experience the real magic of human connection; those spontaneous moments of laughter, stories and genuine connection, shared over a Coca-Cola can, make life so special."

Personalised Coca-Cola bottles and cans are available in store nationwide. For more information on the campaign experiences, consumers can visit the "Share A Coke" digital platform or follow Delta Beverages Zimbabwe on [X](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).



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ISSUED BY:

Paul Victor Oloo	Insert name (Delta/SZL)
Senior Manager, Communications	Head: Reputation and Communication
Coca-Cola East and Central Africa Franchise	(Delta/SZL)
Tel: +254 740 137 268	Tel:
Email: poloo@coca-cola.com	Email:

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ABOUT Delta

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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. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Fuze Tea, Gold Peak and Ayataka. Our juice, value-added 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 the 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 [Instagram](#), [Facebook](#) and [LinkedIn](#).