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VAULT[™] takes it to the next level

Coca-Cola North America launches national campaign for world's first Hybrid Energy Soda – named by SALT

SAN FRANCISCO — February 21, 2006 — Coca-Cola, still ranked the world's top brand, clearly aims to stay that way with the national launch of VAULT, the first Hybrid Energy Soda that “Drinks like a soda, kicks like an energy drink.”[™] SALT created the brand name and helped position this new hybrid energy soda that delivers bold citrus taste and high-octane refreshment with a serious boost.

“VAULT takes the best of sodas and energy drinks and puts them together,” said Brandon Leck, senior brand manager for VAULT. “The name SALT created communicates what the brand is all about – taking carbonated beverages energetically to a whole new level.”

SALT's involvement with VAULT started back in 2004 when they were asked to help develop the positioning and create the brand name for a new citrus energy soda. After extensive research across the country, the concept was fine-tuned and 'VAULT' was selected as the new brand name.

“We wanted a name that was short and simple, yet really captured the aspiration and energy within the product,” said Rick Herrick, principal, SALT Branding. “VAULT hit the nail on the head - consumers got it the minute they heard it.”

To learn more about the brand visit www.DrinkVAULT.com or the Coca-Cola press center at www2.coca-cola.com/presscenter/newproducts_vault.html

About SALT Branding

SALT is a full-service branding, design and communications company that helps build leading brands. With its distinctively practical mindset, SALT provides a full range of integrated branding services including brand strategy, naming, design, communications, advertising and corporate culture. SALT has developed leading brands and programs for a diverse set of companies ranging from Fortune 500's to VC-funded start-ups including Avaya, Bank of Hawaii, Coca-Cola, Disney, EMBARQ, Fatbrain, Genentech, Glu Mobile, Microsoft, Mobile365, Nissan, Palm, Sprint, Wellpoint, Wi-Fi and Xerox. SALT — the essential ingredient for branding leaders.