



Diet Coke teams up with Readly to offer fans a new 'Give yourself a Diet Coke break' experience

- *Diet Coke has teamed up with digital magazine and newspaper subscription service Readly to offer fans a refreshing new Diet Coke break experience*
- *Offering a free trial of Readly with every promotional pack of Diet Coke, the new promotion aims to offer fans the chance to enjoy their favourite magazines and newspapers whilst sipping an ice-cold Diet Coke*

1 March, London: Taking a moment out of the day to enjoy a break has always been synonymous with Diet Coke, from the infamous 90s ads, to the iconic 'Diet Coke Break', it has and continues to be the go-to drink for taking five.

With the aim to make that moment even more special, for a limited time only, Diet Coke has partnered with Readly, the European leader in digital magazine and newspaper subscriptions, to offer fans a free trial to the all-you-can-read subscription with over 5,000 digital magazines and newspapers, encouraging people to take a much needed break. Plus, there is a further chance to win an annual subscription to the popular platform. Because, what's better than reading your favourite magazine and enjoying an ice-cold Diet Coke!?

With research showing that 60% of people feel informed after reading digital magazines and newspapers on Readly and 44% reported feeling relaxed, 39% said they were inspired and 24% learned something new. As people continue to spend time at home, the latest collaboration with the leading magazine and newspaper subscription service enables fans to enjoy the perfect Diet Coke break whenever, wherever. From fashion and

lifestyle magazines, to daily newspapers and everything in-between, fans can unlock a free two-month subscription for unlimited reading of thousands of titles via a unique code under each Diet Coke promotional pack ring-pull or bottle cap.

Omar Sadiq-Baig, Brand Manager at Diet Coke Great Britain said, *“With people needing those little breaks throughout the day now more than ever, we’re really pleased to be partnering with Readly to offer fans of the brand the opportunity to enjoy endless magazines and newspapers whilst also enjoying a Diet Coke. It’s a great combination and your Diet Coke break never looked so good!”*

Rob Hanlon, Global Partnerships Director at Readly said, *“Digital reading is the perfect go-to for a relaxing break and a great source of entertainment and inspiration during a busy day. We are delighted to be partnering with such an innovative, vibrant brand as Diet Coke to offer consumers the opportunity to read our broad portfolio of titles and enjoy a Diet Coke. It’s a great fit for us.”*

The campaign, which will be promoted in-stores and across social, digital and OOH in Great Britain and Ireland across millions of promotional packs of Diet Coke.

-ENDS-

Notes to editors:

Developed by Brand Culture, the campaign will run in Great Britain and Ireland across millions of promotional packs of Diet Coke.

For more information please contact the Diet Coke or Readly PR team at:

Diet Coke: dietcoke@thisismission.com or

Readly: kate.tegelaars@readly.com

About Coca-Cola Great Britain:

Coca-Cola Great Britain is responsible for marketing 20 brands and over 80 products to consumers across Great Britain. Led by Coca-Cola, one of the world’s most valuable and recognisable brands, their company portfolio includes Fanta, Sprite, Dr Pepper, Oasis, glaceau smartwater, Schweppes, Appletiser and Diet Coke. All packaging across Coca-Cola Great Britain’s portfolio of drinks is 100% recyclable and in 2020, the core range doubled its recycled plastic in its bottle to 50%.

For more information, visit www.coca-cola.co.uk

About Readly:

Readly is a digital subscription service that lets customers have unlimited access to about 5,000 national and international magazines - all in one app. Founded by Joel Wikell in Sweden in 2012, Readly is today one of the leading companies in digital magazine subscriptions in Europe with users in 50 markets. In collaboration with around **900** publishers worldwide, Readly is digitizing the magazine industry. Our purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. During **2020** Readly distributed approximately **140,000** issues of magazines that have been read **99** million times. www.readly.com