



A winning theme from Coca-Cola and the New Orleans Saints.

Everyone knows that children worship celebrity sports teams. But how do you put that adoration to good use—and promote your company’s own winning tradition at the same time?

No stranger to powerful promotional ideas, Coca-Cola found a way. They leveraged their existing marketing partnership with the New Orleans Saints and formed a new one with Character Links. The result: a winning message sent into 75,000 homes in six school districts across the state of Louisiana. And more goodwill for their company than money can ordinarily buy.

“Everyone came out a winner: Coca-Cola, the Saints, the children and the schools. We loved this program from start to finish.”

Attitude is everything.

Coca-Cola decided to use Character Links’ Positive Attitude trait to get their message across. According to Character Links founder and CEO Bonnie Louque, “By great coincidence, the power of positive attitude was a theme the Saints used last year in all of their television commercials. So it already fit neatly into Coca-Cola’s and the Saints’ existing marketing efforts. “

After providing skill-based lessons on Positive Attitude, featuring a personal message from Saints running back Deuce McAllister, the Coca-Cola/New Orleans Saints partnership sat back and watched the beauty of a huge outreach channel at work. Many NFL players devote considerable time to community outreach, and Character Links became an effortless vehicle which

allowed individual players to maximize their presence in the community.

In addition to 5-minute, daily, teacher-delivered lessons sponsored by the two organizations, student take home pages went out to over 75,000 families with an activity for parents and children to perform each day. The five-day program concluded with a quote from New Orleans Saints player, Duece McAllister: “Positive attitudes create winning traditions. Try every day to do your very best and learn from your mistakes.”

The power of two organizations and one great idea.

By the time Coca-Cola and the Saints were finished with their Character Links promotion, tens of thousands of people knew about this partnership and its interest in children and character building. According to Coca-Cola, Senior Marketing Manager, Joann Wienstroer, “Everyone came out a winner: Coca-Cola, the Saints, the children and the schools. We loved this program from start to finish.”

Character Links is a program designed to counteract a culture of negativity by educating children about the importance of good behavior and making good choices in life. Teachers spend five minutes each day discussing one of 52 Character Qualities, and students continue the discussion at home with their families. Character Links welcomes civic and business leaders who want to partner with local school districts to promote their products or services while showing the community their commitment to impacting children in a positive way. For more information, call 1-877-858-8341 or visit www.characterlinks.com.

