



Ryan goes to Germany with Coca-Cola

WHEN RYAN HAYNES received a text telling him he was headed to Germany, compliments Coca-Cola, his friends told him it had to be a prank.

"I'd been expecting to win the big-screen TV. That's what me and my girlfriend were looking forward to because we never expected to win something as big as the first grand prize," said the 34-year-old Fitts Village, St. James resident, who'd already won drinking glasses and a shirt in the competition.

When he received the call, telling him he'd won the competition to Experience FIFA World Cup Live in Germany, he could not believe his luck.

"I was actually in Trinidad getting ready to come home when I got the text saying that I'd won, and I thought it was a prank. My friends that were with me say, 'Man, that's one of your friends playing a prank on you.' But I know the kinds of friends I have wouldn't play a trick like that on me," Ryan laughed, adding he would be taking his girlfriend **Stacy Norville** with him.

Yesterday **Antonio Moore**, BBC Brand Manager, presented the winners with their plane tickets.

Ryan's first prize is a trip to Germany to see Trinidad play England from June 12th to 17th. Entrants to the competition are required to text the codes they find under caps of 500ml or 2l bottles of PET Coca-Cola to C-O-K-E (2-6-5-3). The winner of the first grand prize would then receive a text telling him/her about their win, followed by a phone call confirming the win.

"When he called me and say, 'We going to Germany', I scream off the roof top," said an excited Stacy. "I will get nervous on the plane, but now, I so happy."

A former football player for Youth Milan, Ryan quit playing when he tore muscles in both his legs, and could not quite tell of his excitement at the trip ahead. "I cannot believe it is real. It will be the first time I've been outside the Caribbean because I've been to Trinidad and Dominica."

Brand Manager Antonio Moore said they had been receiving thousands of entries per day since the competition began in May, and as a result, sales for the Coca-Cola have risen by 15 to 20 per cent in past weeks.

"We've been happy with the level of entries we've been receiving. We thought the entry mechanism we used – texting, was quite appropriate for the audience we were targeting. It happens to be convenient and it is a form of communication that is really popular with the public."

He added: We are all excited to be going to the game to support our (Caribbean) own Soca Warriors."

The competition runs until July 9th and up to that date entrants can win Coca-Cola branded glasses, jerseys and passes to “jam at the Krosfyah World Cup Final Party” on July 9th.



PIX CAPTION:

An excited Ryan Haynes (third left) shows off his winning crown with his girlfriend Stacy Norville (second left). Looking on are BBC's Marketing Representative Sasha Bernard (left) and BBC Brand Manager Antonio Moore.