

# Primedia and Coke proposal

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Romance is alive and thriving if the enterprising actions of a young man in love, are anything to go by.

André (his real name) contacted Coca-Cola to see if he could utilise the Primedia Outdoor billboard just off the N3 at Rivonia Road, to propose to his girlfriend Nadia.

Nadia drives past this board often and assumed that André had their names posted on it as a sign of his love for her (he is involved with the Coca-Cola Bottling Plants). This sparked the idea proposing marriage utilising the board.

The billboard which usually says "Share a Coke with Nadia and Andre", was replaced with, "Nadal, will you marry me? Ali" - obviously the nicknames that the two love birds have for each other.

Coke received the following message from Nadia, expressing her joy and surprise when she saw the billboard:

"I just want to thank you for what you've done!!! It was the biggest surprise ever and I almost choked on my food...ha ha. I couldn't believe my eyes. Thank you again and I LOVE Coke, always have and always will. Regards, Nadia."

Endorsements like that would bring a smile to any brand manager's face.

A fitting finale to this very public proposal, was the confirmation of Nadia's response - a decal attached to the billboard which read: "She said yes!".



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