

Watch the Coke ad that Kenya banned

Coca-Cola, famous for its 'Happiness' commercials and latest 'Anthem' commercial has had the ad banned by Kenyan authorities because a kissing scene in the famous soft drink's latest ad is too sexy.



www.youtube.com/watch?v=AnrkP9VE2Ms

The Film Classification Board in Kenya has asked Coca-Cola to delete a kissing scene in the television advertisement because it "violates family values" according to the BBC, reports AllAfrica.com

The offending scene involves two strangers in a library. Ezekiel Mutua, head of the film board, is reported to have said, "Coca-Cola has agreed to release a new version of the commercial without the scene."

According to the You Tube post accompanying the release of the ad earlier this year, "the campaign's lead spot, '[Anthem](#)', features a series of vignettes that capture life's everyday moments - such as ice-skating and hanging out with friends, a first date, a first kiss, and a first love - all linked by Coca-Cola with the new tagline, 'Taste the Feeling'."

The spot introduces an original song to celebrate the experience of drinking a Coca-Cola – that would be any Coca-Cola. The song, 'Taste the Feeling' featuring Conrad Sewell, a 27-year-old London-born, Australia-raised soulful singer featured in Kygo's breakout 2015 single, 'Firestone', according to [Coca-Cola](#).

'Taste the Feeling', produced by Swedish artist and producer Avicii, has already gone viral. Avicii also will produce additional versions of 'Taste the Feeling' for Coke's UEFA EURO 2016 and Rio 2016 Olympic Games campaigns later this year.

Last summer, Coca-Cola started working on a new song inspired by the 'Taste the Feeling' campaign idea, which celebrates the everyday moments made more special by any Coca-Cola.

The latest campaign hits a number of firsts for the brand this year, as Coca-Cola reports in detail: "'Taste the Feeling' includes a new audio signature inspired by the sounds of enjoying a Coca-Cola – the pop of the cap, the fizz and, ultimately, refreshment. The mnemonic, created in partnership with Deviant Ventures, replaces the five-note melody featured in the "Open Happiness" campaign."

As Joe Belliotti, head of global music for The Coca-Cola Company, explained: "It all stems from the 'Taste the Feeling' strategy, which is really around bringing back Coke the product into the forefront. That's what we used as inspiration for the new signature. When you hear it you'll hear a soundscape of Coca-Cola sounds, with the 'Taste the Feeling' tagline added."

'Taste the Feeling' is the first Coke-branded song in recent times to also include the brand name (Coca-Cola is mentioned twice) and tagline in the lyrics.

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