

March Madness Fans at 'Final Four' in Indianapolis Guzzle From Drinkable Billboard

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Thirsty "Final Four" basketball fans in Indianapolis this weekend will find relief in a Coke Zero drinkable billboard.

The [Coca-Cola](#) Company says it's the "first-of-its-kind marketing campaign" during the [NCAA](#) Men's Final Four in Indianapolis, [Indiana](#). The 26-by-36 foot drinkable billboard, the same height as two-and-a-half basketball hoops, launched Thursday at the [March Madness](#) Music Festival in White River State Park, though fans won't be allowed through the gates until today. Fans can guzzle Coke Zero for free from the billboard until Sunday night.

The beverage travels through 4,500 feet of straw tubing that spells out "Taste It" and leads to a free sampling station on the ground that looks like a traditional soda fountain with seven spouts. The 23,000-pound contraption pushes liquid and air through a giant straw and bottle. More than 75 valves, eight manifolds, four high-pressure pumps and 16 sensors control the flow. The "brain" of the billboard is a programmable logic controller monitor*, according to the company.



This campaign is based on the simple insight that many people think they know the taste of Coke Zero, but they actually don't, Racquel Mason, Coca-Cola North America vice president, said in a statement. Drinkable advertising is an innovative approach to removing barriers and making it ridiculously easy for those who are open to try Coke Zero to enjoy it in fun and unique ways.

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*Note: Audio Unlimited in Jonesville, NC did the Lighting, Sound and Control on this unit. This unit took about 2000 total hours to build, with Audio Unlimited contributing about 200 hours. This has Control 4 components, JBL Speakers, Crown Amps, Gator Cases, Shure Mics and Environmental Lighting Neon.