

Pepsi Beyoncé 'Live For Now' 2013

**THIS MATERIAL IS UNDER GLOBAL EMBARGO UNTIL
09:00 EDT / 14:00 GMT ON 4th APRIL 2013**

FRANK GATSON – LEAD CHOREOGRAPHER

INTERVIEW TRANSCRIPT

CAPTURED ON SET OF THE PEPSI "MIRRORS" TVC

Interviewer: What is your relationship to Beyoncé?

Frank: I met her at 15 and I've been her choreographer, I've directed music videos for her, I'm a Creative Director for her, and on this job I'm kind of like a Jack of all trades Creative Director / Choreographer.

Interviewer: Has it been difficult to choreograph the dance for this Pepsi advert?

Frank: It was hard to come up with the movement on this job because the movement had to be put in 15 seconds and then into 20 seconds and then into 30 seconds. But also this is Beyoncé's coming out party. Beyoncé has done almost a million counts of eight, from 'Single Ladies' to 'Crazy in Love' to 'Bootylicious' to 'No No No' – that's the first video I did with Beyoncé when she was in a group with Destiny's Child. So this has been a very difficult video to do.

Interviewer: How did you come up with the choreography for this Pepsi advert?

What I did is work with a young man by the name of Chris Grant who is probably one of my favourite dancers in the world. Chris Grant is probably the most amazing dancer I've ever met in my life.

Interviewer: What have you and Beyoncé learned by working on this Pepsi advert?

Frank: What the commercial has done for us, if we release the song "Grown Woman" it's made us know that we must deliver something that's unique, that's innovative, that's ground-breaking, that's country.

Interviewer: Do you have a favorite Beyoncé in this Pepsi advert?

Frank: I think with Beyoncé competing with herself in this commercial, I think my favourite Beyoncé will always be Crazy in Love Beyoncé.