

Pepsi Beyoncé 'Live For Now' 2013

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

JAKE NAVA - DIRECTOR

INTERVIEW TRANSCRIPT

CAPTURED ON SET OF THE PEPSI "MIRRORS" TVC

Interviewer: What was the idea behind this Pepsi advert?

Jake: The idea behind the Pepsi ad is we discover Beyoncé rehearsing the dance choreography for her up-and-coming single in a big warehouse dance rehearsal space. She stops to take a break, she's in need of refreshment and she drinks a Pepsi. When she drinks that Pepsi, it acts as a catalyst for something really magical to take place. She gets joined in that rehearsal space by previous incarnations of herself from her old videos. They all appear in the mirrors around her. First the girl from Bootylicious turns up in her pink outfit from back in the day, then the girl from Crazy in Love shows up and then the girl from Single Ladies, Sasha Fierce, who is the most powerful of her previous incarnations. They all battle off her and in the end, despite Beyoncé being surrounded by versions of herself from her previous videos, she wins them over and she ends up with them all dancing to her tune, doing her moves and proves that Beyoncé now is more powerful and more important than even her most powerful moments from the past.

Interviewer: What was the creative process between you and Beyoncé for this Pepsi advert?

Jake: The creative process on this job was quite drawn out and complex to be honest as we were trying to work in lots of versions of herself from the past. There was a moment when we were considering using archive footage as we weren't sure how much time Beyoncé would be able to give us to dress up as herself from before and do those parts of the shoot. We thought we might have to use actual parts of the rushes of the video to feature in the ad, acting against current Beyoncé. In the end we did that a bit, but luckily Beyoncé understood when I said it would be a better approach for her to actually dress up and do brand new performances for the idea. She made the time and we ended up using some archive, but the majority of the footage is Beyoncé dressed up as herself from the old days.

Interviewer: Did anything surprise you when shooting this Pepsi advert?

The interesting thing was how much Beyoncé looked like the old characters. I directed Crazy In Love with her and when I saw her dressed in the Crazy In Love outfit, it was uncanny because she really looked very similar with no special effects and she can certainly still pull off the moves, as good if not better.

Pepsi Beyoncé 'Live For Now' 2013

Interviewer: How long have you been working with Beyoncé?

Jake: I first worked with Beyoncé on Crazy In Love and then subsequently have done quite a lot of videos with her including Naughty Girl, Baby Boy, which was shot by Claudio Miranda who also just shot the Pepsi ad. I did If I Were A Boy, where she's a cop, Single Ladies and her perfume commercials. In fact I've done a lot of work with Beyoncé over the years and she's a great person to work with. She always brings more to the table than you could imagine. Whenever I've presented a situation to her, she's always excelled within that situation in a really gratifying way. This commercial which just we did for Pepsi was no different to any of those other jobs in that she gave as much as she could give within in the limited timeframe that she had and it was a pleasure.

Interviewer: Can you tell us why this ad is significant for Pepsi and Beyoncé?

Jake: It's exciting to see how different she is now and to be reminded of her history and how we've grown up with her, from that cheeky, sassy girl in Bootylicious through the bombshell she was in Crazy in Love to the iconic vampy, Sasha Fierce character, right up to who she is now and who she chooses to be now in the commercial.

Interviewer: Are you using any technical effects in this Pepsi advert that have never been used before?

Jake: There are no special effects in the commercial that have never been done before but we have developed techniques in way that is innovative. This is in the hope we can make it feel effortless and not make you think about how it was done when you watch it. Just accept and enjoy the drama, interaction and energy that is taking place. But it is quite a complicated endeavour; particularly within the parameters of the time we had to achieve it. We did end up experimenting with different approaches and discussing exactly the right way to do it.

Interviewer: Was this advert for Pepsi difficult to create?

Jake: I would say that this is a very challenging job from a very technical point of view, but every film has its challenges.

Interviewer: Is there a difference between directing a music video and a commercial?

Jake: The difference between an ad and music video really depends on the script. Sometimes they can be quite similar. In some ways, this was a bit like a music video because it was all based around Beyoncé and wanting her to come across as entertaining and current. It was set to her new track, so in some ways it was like a video. We wanted the dance and fashion to be relevant, as we would in a video. However, there was also an aspect to this ad, which was about communicating clearly the idea that Pepsi had invested in and was the basis of the collaboration between Beyoncé and Pepsi. So making sure the idea comes across and taking on-board 180 and Pepsi's sense of what the idea is which meant it was not like when I'm doing a music video, when there are less chefs in the kitchen.

Pepsi Beyoncé 'Live For Now' 2013

Interviewer: How does this ad reflect the Pepsi "Live for Now" philosophy?

Jake: I think this ad expresses Pepsi's "Live For Now" philosophy because we present contemporary Beyoncé in a way that makes her feel more relevant, important and powerful than any of her previous selves, so she is living for now.

Interviewer: Why do you like working with Beyoncé?

Jake: I like working with Beyoncé because she's a world-class artist who takes all her work very serious, wants to be at her best and wants to challenge herself. Despite the fact that I've worked quite a lot with her, I don't feel like the work is ever stagnant or that we're repeating old ground because I think we both push each other to make sure what we do doesn't feel like what we've done in the past.

Interviewer: What is the advantage of working with Pepsi and Beyoncé?

Jake: One of the great things about doing a job on this level is you get to work with A-List creatives across the board and that was really rewarding. 180 came with a great script, Claudio [Miranda] is an Oscar-winning cameraman who I respect and have enjoyed working with in the past, the choreographers, the stylists, everyone involved was A-game and that's always a pleasure.

Interviewer: What did you enjoy most about working on this Pepsi advert?

Jake: One of the most pleasurable moments of the making of the ad was watching Crazy In Love for the first time, possibly ever, since we worked on it together and both of us sharing memories of that time: what it was like when I first talked to her mum about the styling, how she felt about working with the English guy who was very new on the block then. I'd done a lot of music videos in England but hadn't been endorsed or commissioned by any big American artists. She really stuck her neck out and decided to do something that wasn't what everyone else was doing yet. Since then we've done loads of work together and it really worked out, so it was a nice moment.