

Pepsi Beyoncé 'Live for Now' 2013

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INTERVIEW TRANSCRIPT

CAPTURED ON SET OF THE PEPSI "MIRRORS" TVC

Interviewer: How is the 'Live for Now' campaign evolving through the Beyoncé partnership?

***Brad:** The campaign will continue to evolve. There isn't an artist more in the now than Beyoncé – she's better than she has ever been. She's one of the world's truly iconic artists who is always in the consumer's zeitgeist. Where this is evolving to is far more than just an advertising campaign, it's a true creative collaboration with her where we are going to explore all different aspects of what it means to live in the now and help explore different aspects of her music career.*

Interviewer: What was the inspiration behind this new "Live For Now" Pepsi advertising?

***Brad:** This advertising is all about looking back at the incredible career that Beyoncé has had and all the various personas she's had throughout her career. How they have formed who she is as an artist today. I think all of us would agree that Beyoncé is better than she has ever been and this advertising really launches and forms the first time some people will hear her new song, Grown Woman, which if you listen to the lyrics is all about her evolution as an artist and as a person.*

Interviewer: Can you tell us a bit about this unique global partnership between Beyoncé and Pepsi?

***Brad:** It only makes sense that Pepsi takes the first step into what I think is going to be the template for how artists and brands work together. That is; to really expand beyond a transaction. This is much more than "We will pay you to be in a TV commercial". It's much more about: "how can we combine our strengths as Pepsi as a brand and Beyoncé as an iconic artist to create amazing and compelling content for her fans and our consumers? And how do we do that in a way that is scripted?" So the TV ad that we are shooting today is obviously a very strong and scripted component of that, but there are other parts of [the campaign] that are going to be really exciting and innovative that we haven't yet thought of, but there is a process in place to work very closely with Beyoncé and her production team. As ideas and opportunities present themselves we'll be creating content in real time and distributing it on TV or through our digital channels.*

Interviewer: How are the markets around the world responding to this global Pepsi campaign?

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Brad: *Markets around the world have reacted extremely well and everybody is very excited. I was in Dubai three weeks ago reviewing their plans for the Middle East and Africa and all of the markets, from Saudi to Dubai are very excited about Beyoncé. She is one of the world's truly global artists. Her tour is obviously going to reach many of our markets and they're very excited about how they are going to activate. There are lots of ideas, both driven from us at the centre but also from the markets themselves are really getting their teeth sunk into the incredible creative opportunities that this affords us.*

Interviewer: **What do you want consumers to take away from this Pepsi advertising?**

Brad: *If there's one thing I want consumers to take away from this ad it's that there is no more important time than now. Seize the now and enjoy it the now with Pepsi. Make the most of every moment.*

Interviewer: **How are you involving consumers in the "Live For Now" campaign across 2013?**

Brad: *I think like every major brand we have to acknowledge the profound shifts taking place in the way consumers interact with brands. We don't live in a world any longer where brands can talk at consumers; we have to talk with consumers. So a lot of things that we've been working on with Beyoncé and frankly a lot of the things she's felt very excited about are things that really engage and excite consumers and have them get involved. If you look at what we're doing across the Pepsi world, then Pepsi Pulse is a great example where consumers can really interact with pop culture being served to them in real time, and their interactions are then reflected in Pepsi Pulse. So one of the governing principles of our campaign this year is: "how do we make sure that everything we do includes the consumer in it?" Not just as a receptive audience to it, but as an active participant.*

Interviewer: **How is this artist and brand relationship different?**

Brad: *We are very proud to have worked with Beyoncé for many, many years. She's one of the true and most iconic Pepsi ambassadors. I think this deal is different in two key ways. Firstly in terms of its globality; not just in terms of being global geographically - and this is the first time we will have worked with Beyoncé across all of our markets including the US - but also global in terms of the portfolio itself. Pepsi has been the brand that Beyoncé has focused on most in her past work but now we're going to expand that across the portfolio to include Diet Pepsi as well, Pepsi MAX, Pepsi Next in North America and Pepsi Light outside North America. So it's a very exciting and global relationship that we have with Beyoncé. The second component that makes it different is the fact that it is truly a collaboration. We are working with Beyoncé as a creative collaborator on every single aspect of this campaign. This is not a case where we run and off develop a piece of creative content and come to her for approval. We're working on all aspects of this together: whether it be the television campaign, whether it be the pack design, whether it be some of the new work we're going to be releasing around the tour. All of this we're doing in very tight and close collaboration with Beyoncé so that it is truly an endemic and collaborative relationship.*