

Pepsi Announces Movie Partnership with Katy Perry: Part of Me 3D Film
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U.S. campaign offers Katy Perry fans one-of-a-kind Live For Now experience at the World Premiere of the Paramount Insurge event film releasing July 5th nationwide

PURCHASE, N.Y., May 2, 2012 /PRNewswire/ -- Pepsi today announced a partnership aligning the global beverage brand with the upcoming film *Katy Perry: Part of Me 3D*, set to be released by Paramount Pictures in theatres on July 5th. The film is the first-ever big screen look at the international superstar's life both on and offstage.

The Pepsi partnership with the movie is set to begin next month and includes co-branded television and radio spots, digital advertising and retail displays. All elements of the campaign will feature Pepsi's new global tag line, "Live For Now." The Pepsi effort will offer consumers the chance to win trips to attend the world premiere of the film in Los Angeles, which will include a live performance by Katy.

Simon Lowden, Chief Marketing Officer, PepsiCo Americas Beverages said, "Pepsi is a brand at the forefront of pop culture and this partnership with Katy's film will deliver fans an exclusive one-of-a-kind experience at one of the biggest movie events of the Summer, starring one of the one today's hottest musical artists. This is one major way Pepsi will invite and inspire our fans to Live for Now."

"Pepsi is one of the world's leading brands, and this integrated partnership provides an incredible platform for us to build fan anticipation to see this exciting look into Katy's world when the movie comes to theaters this summer," commented LeeAnne Stables, Executive Vice President of Worldwide Marketing Partnerships for Paramount Pictures.

Pepsi announced its first global campaign, "Live For Now," on April 30th. The campaign invites and inspires Pepsi fans to live each moment to the fullest through a breadth of global, pop-culture platforms. Pepsi will incorporate its partnership with *Katy Perry: Part of Me 3D* movie into all aspects of "Live For Now," including interactive engagement with consumers through Twitter and Pepsi Pulse.

Further details around Pepsi sponsorship of the movies' live premiere event will be released in the weeks to come.

About the Film

A 3D motion picture event movie, Katy Perry: Part of Me is a backstage pass, front row seat and intimate look at the fun, glamorous, heartbreaking, inspiring, crazy, magical, passionate, and honest mad diary of Katy.

Directed by the Magical Elves team of Jane Lipsitz and Dan Cutforth (JUSTIN BIEBER: NEVER SAY NEVER), KATY PERRY: PART OF ME is produced by Katy, along with Martin Kirkup, Bradford Cobb, and Steven Jensen of Direct Management; and Academy Award®-winner Brian Grazer (8 MILE, A BEAUTIFUL MIND) of Imagine Entertainment. The film's executive producers include Craig Brewer (FOOTLOOSE, HUSTLE & FLOW), Randy Phillips of AEG, Erica Huggins and Michael Rosenberg of Imagine Entertainment; and Ed Lovelace and James Hall of Pulse Films. Lukasz "Dr. Luke" Gottwald and Max Martin, who co-wrote the title song with Perry, will serve as co-producers, along with Nanette Bernstein (AMERICAN TEEN), Thomas Benski and Dan Bowen of Pulse Films, Anna Culp of Imagine Entertainment, and Archie Gips of Magical Elves.

An EMI artist, Katy is represented by Direct Management Group, Inc.

For more information, go to KatyPerryPartOfMe.com or follow Katy Perry on Twitter at www.Twitter.com/KatyPerry. #KP3D

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIA, VIAB), a leading content company with prominent and respected film, television

and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Famous Productions, Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses - Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade - also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. In recognition of its continued sustainability efforts, PepsiCo was named for the third time to the Dow Jones Sustainability World Index (DJSI World) and for the fourth time to the Dow Jones Sustainability North America Index (DJSI North America) in 2009. For more information, please visit www.pepsico.com.

SOURCE PepsiCo

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