

Beyonce Signs \$50 Million Deal with Pepsi Limited Edition Can

Written by Forward Times Staff
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Pepsi drinkers can now look forward to drinking out of a can with Bey's face on it sometime next year.

That's because she signed a \$50 million deal to become the soft drink's latest celebrity endorser. On top of that, PepsiCo is giving the singer unprecedented creative freedom.

"Pepsi embraces creativity and understands that artists evolve," Beyonce says of the new collaboration. "As a businesswoman, this allows me to work with a lifestyle brand with no compromise and without sacrificing my creativity."

The campaign will involve promoting her next album, television ads, photo shoots, and the limited edition soda cans. Naturally, Pepsi will be a part of her world tour next year as well. Specifically, Pepsi logos will appear on the tour and the beverage company will also be part of choosing local talent to open for the pop diva in certain places around the world.

The Pepsi can bearing Beyonce's face will debut in Europe first.

{comments on}

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