# Pepsi Promotes Super Bowl Halftime Show

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Lee Brice and Pepsi bring the Spirit of the Pepsi Super Bowl Halftime Show during a surprise concert, Saturday, Jan. 4, 2014 in Milligan, Neb. **(Dave Weaver/AP Images for PepsiCo)**

NEW YORK (AP) — The Super Bowl is still about a month away but the ad blitzes are already starting.

Pepsico promoted the halftime show it is sponsoring in a TV ad that aired Saturday.

The commercial is part of a larger campaign by the beverage giant aimed at driving awareness for the show during the 48th annual big game on Fox on Feb. 2, featuring singer Bruno Mars.

Over the next few weeks advertisers will start to give more hints about what their plans are for the big game, taking place at the MetLife Stadium in New Jersey, just a short bus ride from New York City. An estimated 108.4 million people watched the game on CBS in 2013, according to Nielsen.

"It's the biggest game of the year, and this year it's in the biggest city," said Lou Arbetter, senior director, trademark Pepsi.

Pepsi has been a Super Bowl advertiser nearly every year since 1986. Last year it began sponsoring the halftime show as a way to help the brand stand out from the crowded field of advertisers.

In an ad that starts running Saturday during the NFL playoffs, Pepsi reimagines how halftime began with a scenario that shows a 1920s football game being broken up when a car full of women breaks down nearby. They offer the players a Pepsi break and halftime is born.

"Even the first halftime wasn't halftime without Pepsi," the voiceover states. Other

components on the monthlong campaign, for which spending was not disclosed, include a ticket giveaway for the halftime show and subway wraps and digital billboards in New York.

Pepsi also has a 30-second ad during the game leading into the halftime performance, but so far has been mum on the details.

Fox has not disclosed how much it sold ad time for, but industry watchers say a 30-second commercial costs about $4 million this year. Space sold out in December.

Other advertisers include Anheuser-Busch, Chobani Greek yogurt and Dannon's Oikos Greek yogurt, Unilever's Axe brand, Jaguar and Hyundai, among many others.

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