## **The Power of Celebrity Endorsements**

Celebrities Help Soda Companies Reach Millions

The combined social media clout of stars that endorse sugary drinks\* =

## Star Power: Endorsers on Facebook



Katy Perry Musician 58.4 Million Followers



Beyoncé Knowles Musician 51.5 Million Followers



Leo Messi Soccer Player 49.3 Million Followers



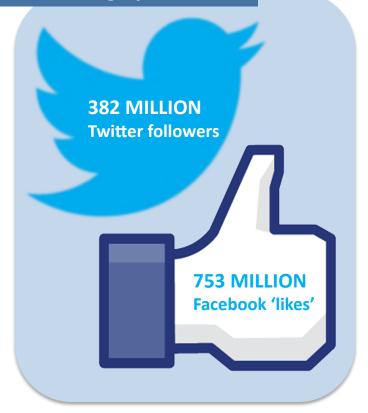
Pitbull
Musician
38.6 Million Followers



Nicki Minaj Musician 34.5 Million Followers



50 Cent Rapper 33 Million Followers



## **Shameless Plugs on Twitter**



Yo! @DrinkAriZona Just launched the new delicious

#SodaShaq! Keep up kids :-)
Comin to stores very soon pic.twitter.com/1jqNFEAazM

Confinite Stores very soon pic.twitter.com/ fjqin-EAazw

Usain

◆Reply 13 Retweet ★Favorite \*\*\* More



Usain St. Leo Bolt @usainbolt
Gatorade always does the trick after a training session
instagr.am/p/OZLq-ulcYi/

Expand ← Reply ★ Retweet ★ Favorite ••• More



50cent @50cent

I need to drink some **Vitamin** Water #beforeiselfdestruct
Expand ★ Reply **13** Retweet ★ Favorite

6 Nov 09

10 Mar 11

28 May

16 Aug 12

Pitbull @Pitbull

SHAQ @SHAQ

Hangin out at Club23 with Dr.Pepper...

Que Rica estan la modelos... See pic

Sources: Facebook.com & Twitter.com (Accessed Oct. 9<sup>th</sup>, 2013) \*This is just a partial list of celebrities that endorse sugary drinks

## **An Army of Celebrity Endorsers**

The beverage industry enlists stars from a variety of professions. Here is a partial list of celebrities that have endorsed a sugary drink brand in the last 8 years.

Celebrity	Profession	Brand(s)	Celebrity	Profession	Brand(s)
50 Cent	Musician	Vitamin Water	Michelle Kwan	Figure Skater	Coca-Cola
Sergio Aguero	Soccer	Pepsi	Frank Lampard	Soccer	Pepsi
Christina Aguilera	Musician	Pepsi	Chris Leigh	Triathlete	Gatorade
Akon	Musician	Pepsi	Ted Ligety	Olympic Skiing	Coca-Cola
Melanie Amaro	Musician	Pepsi	Jessica Long	Paralympic Swim	Coca-Cola
Andrei Arshavin	Soccer	Pepsi	Eva Longoria	Actress	Pepsi Next
Michael Ballack	Soccer	Pepsi	Jennifer Lopez	Singer/Actress	Pepsi
David Beckham	Soccer	Pepsi	Evan Lysacek	Figure Skater	Coca-Cola
Gretchen Bleiler	Snowboard	Coca-Cola	Peyton Manning	Football	Gatorade
Mary J Blige	Musician	Pepsi	Eli Manning	Football	Gatorade
Usain Bolt	Track & Field	Gatorade	Maroon 5	Musicians	Coca-Cola
Dacid Boudia	Diving	Coca-Cola	Joe Mauer	Baseball	Gatorade
Drew Brees	Football	Pepsi	Misty May-Treanor	Volleyball	Gatorade
Rockne Brubaker	Figure Skating	Coca-Cola	Keauna McLaughlin	Figure Skating	Coca-Cola
Kobe Bryant	Basketball	Sprite	Leo Messi	Soccer	Pepsi
Robinson Cano	Baseball	Pepsi	Nicki Minaj	Musician	Pepsi
Mariah Carey	Musician	Pepsi	Alex Morgan	Soccer	Coca-Cola
Henry Cejudo	Wrestling	Coca-Cola	Cam Newton	Football	Gatorade
Kelly Clarkson	Musician	Vitamin Water	Shaquille O'Neal	Basketball	Soda Shaq
Common	Musician	Coca-Cola	Apolo Ohno	Speed Skating	Coca-Cola
Misty Copeland	Ballerina	Dr. Pepper	David Oliver	Track & Field	Coca-Cola
Sidney Crosby	Hockey	Gatorade	One Direction	Musician	Pepsi
Danny Davis	Snowboarding	Mtn Dew	Chaz Ortiz	Skateboarding	Gatorade
Landon Donovan	Soccer	Gatorade	Danica Patrick	NASCAR	Coca-Cola
Drake	Musician	Sprite	Paula Patton	Actress	Pepsi Next
Dr Dre	Musician	Dr Pepper	Katy Perry	Musician	Pepsi
Didier Drogba	Soccer	Pepsi	Pitbull	Musician	Dr Pepper
Bob Dylan	Musician	Pepsi	Amy Purdy	Para-Snowboarding	Coca-Cola
Marlen Esparza	Boxing	Coca-Cola	Dathan Ritzenhein	Endurance	Gatorade
Allyson Felix	Track & Field	Gatorade	Paul Rodriguez, Jr	Snowboarding	Mtn Dew
Salane Flanagan	Endurance	Gatorade	Tony Romo	Football	Pepsi
Flava Flave	TV Personality	Pepsi	Derrick Rose	Basketball	Powerade
Cee-Lo Green	Musician	7-UP	Angela Ruggiero	Ice Hockey	Coca-Cola
Mia Hamm	Soccer	Gatorade	Barry Sanders	Football	Pepsi
Calvin Harris	Musician	Pepsi	Ryan Seacrest	TV Personality	Coca-Cola
Hunter Hayes	Musician	Pepsi	Shakira	Musician	Pepsi
Thierry Henry	Soccer	Pepsi	Gene Simmons	Musician	Dr Pepper
Сосо Но	Surfing	Gatorade	Hope Solo	Soccer	Gatorade
Ellergy Hollingsworth	Snowboarding	Gatorade	Britney Spears	Musician	Pepsi
Dwight Howard	Basketball	Gatorade	Gwen Stefani	Musician	Pepsi
Timm Howard	Soccer	Gatorade	George St. Pierre	UFC	NOS Energy Drink
John Isner	Tennis	Coca-Cola	Nigel Sylvester	BMX	Gatorade
LeBron James	Basketball	Sprite, Powerade	The NFL	All 32 teams	Pepsi
Kerri Walsh Jennings	Volleyball	Gatorade	Justin Timberlake	Musician	Pepsi
Ken Jeong	Comedian	Coca-Cola	Fernando Torres	Soccer	Pepsi
Derek Jeter	Baseball	Gatorade	Twitch	Dance	Gatorade
Elton John	Musician	Pepsi	Dwayne Wade	Basketball	Gatorade
Jimmie Johnson	NASCAR	Gatorade	Abby Wambach	Soccer	Gatorade
Magic Johnson	Basketball	Coca-Cola	Lil Wayne	Musician	Mtn Dew
Shawn Johnson	Gymnastics	Coca-Cola	Kanye West	Musician	Pepsi
Michael Jordan	Basketball	Gatorade	Will.i.Am	Musician	Pepsi
Ricardo Kaka	Soccer	Pepsi	Serena Williams	Tennis	Gatorade
Matt Kenseth	NASCAR	Gatorade	Jack Wilshere	Soccer	Pepsi
Beyonce Knowles	Musician	Pepsi	Tiger Woods	Golf	Gatorade