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Christina Aguilera Dumps Coca Cola for Pepsi

Aguilera has "truly encapsulated the 'Dare for More' approach"

Singer Christina Aguilera has switched teams, dumping Coca Cola for Pepsi, despite her performance in a Coke commercial for Latin America, where she claims she's a Coca Cola drinker for life. Aguilera, 25, has already shot the international ads, but no further details on the theme of the commercial were revealed by the Pepsi representatives. However, according to Pepsi's spokesperson, Christina wears a swimsuit and feather tiara and has "truly encapsulated the 'Dare for More' approach. The ads will not be broadcasted on U.S. televisions, but, according to MTV.com, they will surely be found on the Internet sooner or later. Even since the beginning of these two companies, Pepsi has leaned towards the appeal of celebrities, popular music and young people in television commercials, while Coke relies more heavily on images of happiness and togetherness, tradition and nationalism. Among the stars who appeared so far in Pepsi's ads were Michael Jackson, Madonna, Michael J. Fox, Billy Crystal, Lionel Richie, Gloria Estefan, Joe Montana, Britney Spears, Beyoncé, Pink, Jennifer Lopez and David Beckham.