

SPORTS

PepsiCo's Starry Makes a Splash With Keke Palmer and Soda Man

76ers' Tyrese Maxey shows up, too

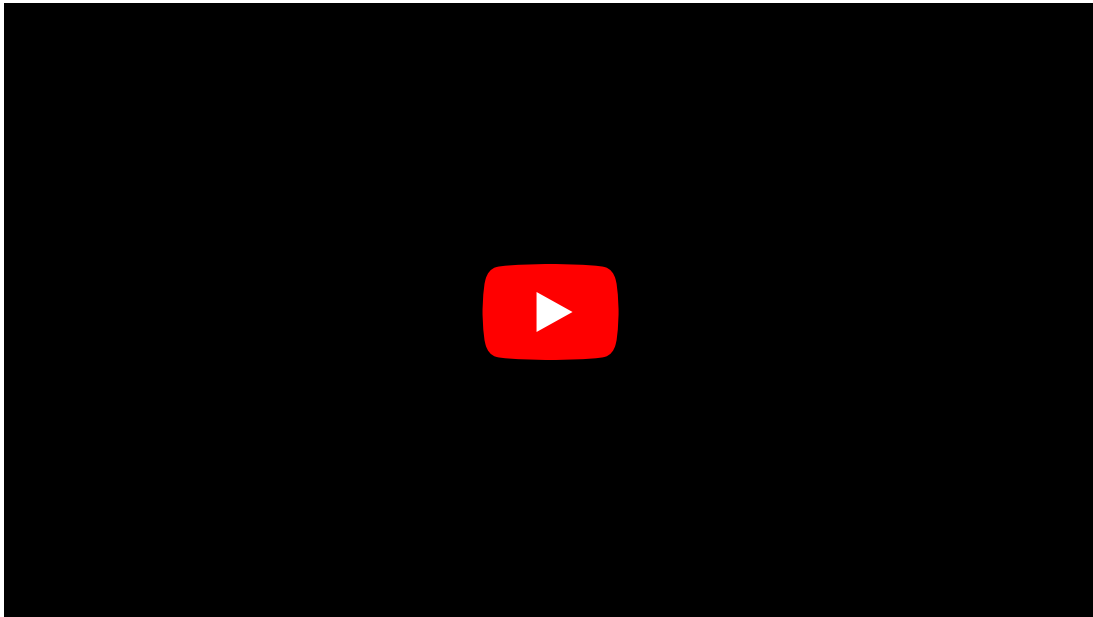


By [David Gianatasio](#) on Feb 17 2023 - 6:20am





effervescent product—steals the show (along with Keke's heart).



She's, like, drinking his face!

The creative approach feels busy, with perhaps too many elements. And yet ... Soda Man! Dude ripples with goofy energy and makes the spot work almost in spite of itself.

It's certainly memorable, which is doubtless what the brand's shooting for as it begins a tenure as the **official soft drink** of the NBA, WBNA and NBA G League.

"The commercial is so cool. First of all, it premieres during **NBA All-Star Weekend**, which I'm so pumped about," Palmer tells **Vibe**. "[Pepsi is] a legacy brand, but then when you think about Starry, I also get the opportunity to introduce a new drink to the world."

Leaning heavily into hoops, Sprite-rival Starry endorsers include NBA stars Zion Williamson, Zach LaVine and Klay Thompson, plus the WNBA's A'ja Wilson. The brand—which **dunked Sierra Mist** into nonexistence last month, replacing that brand—will serve as presenting sponsor for the WNBA All-Star 3-Point Contest and support the league's Live Fan Festival.

Bruce Andreini - SVP

Karla Macias - Senior Producer

Alaina Zuniga - Senior Account Director

Shenneth Dove-Morse - Account Supervisor

Megan Lavelle - Business Affairs Manager

Client: PepsiCo

Michael Smith - Head of Marketing

Yasmin Grant - Head of Communications

Brendan Mallick - Marketing Manager

Louis DeCosmo - Director, Brand Communications

Jayne Mizzoni - Manager, Brand Communications

Louis Arbetter - VP, Content

Barry Rosen - President Direct Focus

Film Production: SUPERPRIME/ProdCo

Director - Rick Darge & Ian Pons Jewell

Producer - Lisa Ruffler

Production Supervisor - Kathy Hofmann

Managing Director - Rebecca Skjinner

Managing Director/Sales - Michelle Ross

EP - Maddi Carlton

HOP - Matt Sanders

Editorial: The Den Editorial

Editor - Tobias Suhm

EP - Jennifer Mersis

Sr Post Producer - Kortney Rubottom

Assistant Editor - Evan Carp

Post Production Coordinator - Zachary Stoner

VFX/Finishing: The Mill

Senior EP - Mandy Harris

ECD VFX Sup - Gavin Wellsman

CD / VFX Sup: Vadim Turchin

Composer - Matthew Compton

Sound Design/Mix: Deaf Mule

Engineers - Carlo Gonzalez, Juan Zavala, Gio Locatelli

Producer - Victor Macias

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David Gianatasio

[@DaveGian](#)

David Gianatasio is managing editor at Clio Awards.

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