

Pepsi introduces a new bear in its Super Bowl commercial, echoing Coca-Cola's iconic mascot

In its new advertisement prepared for Super Bowl LX, Pepsi features a white bear designed as a parody of Coca-Cola's famous mascot. In the video, the bear chooses Pepsi Zero Sugar during a blind taste test between Pepsi Zero Sugar and Coke Zero Sugar. This choice triggers an "identity crisis," after which the bear switches to Pepsi's side.

According to marketing sources, Pepsi's move uses Coca-Cola's iconic polar bear image as part of an advertising rivalry, elevating the decades-long competition between the brands to a new level.

The commercial is titled "The Choice" and was directed by Taika Waititi. The video has generated significant global attention.

How Coca-Cola will respond to Pepsi's advertising campaign remains an intriguing question.