

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.