



## band in a bubble: **THE CONSUMER EXPERIENCE**

*Through Dr Pepper Band in a Bubble, fans will have greater access to the music creation and recording process than ever before with unique and extraordinary experiences online, on-air, in-store and in-person.*

### **A Virtual Back Stage Pass.**

Through a robust online presence, fans from around the world can gain exclusive access to Cartel and their music as they record their next album sealed inside the Dr Pepper Band in a Bubble. At the official Web site, [www.drpepperbubble.com](http://www.drpepperbubble.com), fans can enter special access codes from Dr Pepper products to see streaming video of the band and gain even deeper access to Cartel.

### **Content Everywhere, Every Way.**

There's no escaping the Web cams that will capture every moment from every angle in the Bubble providing fans with insight into Cartel's creative process. Fans can experience a custom music player featuring Cartel's songs, a custom photo gallery and slideshow and live mobile downloads on [MySpace.com/DrPepper](http://MySpace.com/DrPepper). Also, [MySpace.com/DrPepper](http://MySpace.com/DrPepper) will offer fans access to wallpaper, icons and other features. Fans addicted to instant messaging can win a chance to ask the band questions during an AOL Music Interview, "Message in the Bubble," at [AOLMusic.com](http://AOLMusic.com). A custom Cartel radio station on [MTVRadio.com](http://MTVRadio.com) will keep fans rocking between episodes of the "Band in a Bubble presented by Dr Pepper" music special on MTV and [MTV.com](http://MTV.com).

### **Access to More Flavor and More Cartel.**

Dr Pepper Band in a Bubble is an authentic mix of music and pop culture that only Dr Pepper can deliver. With its bold blend of 23 flavors, there's always more to Dr Pepper and now only Dr Pepper is providing consumers with exclusive access to life in the bubble. With Web cameras capturing every moment, from every angle, fans will be able to watch it all live at [www.drpepperbubble.com](http://www.drpepperbubble.com). Truly the biggest event of its kind, Dr Pepper is providing a unique experience for Cartel and their fans.

### **Cartel Calling.**

Fans can sign up with a short code – 737737 for "Pepper" – to receive text messages about happenings inside the Bubble, get sweepstakes notifications and vote on Dr Pepper Band in a Bubble events.

### **Prizes Galore.**

Through on-pack promotions on Dr Pepper products, consumers can collect codes to redeem for prizes, including music downloads, t-shirts, MP3 players and more! And KFC will offer special to-go packaging with coupons attached, giving fans codes to download a free Cartel song.

### **Happenings at the Pier.**

Fans at Hudson River Park's Pier 54 will be among the first to hear tracks from Cartel's new album through speakers in the Bubble. And, they can participate in events daily, beginning on May 24, including the Bubble "Burst" on June 12, when Cartel will perform live, kicking off the annual Hudson River Park's River Rocks summer concert series.