



## band in a bubble: THE PARTNERS

Dr Pepper Band in a Bubble will be the most talked about music and broadcast event of the year, providing fans complete access to the rising pop rock band Cartel as they record their new album in a transparent Bubble for almost a month in New York City. A collection of program, production and promotional partners joined to make the event a reality. Partners include:

### PROGRAM PARTNERS

#### Creating the Show, the Experience, the Music and More



**Dr Pepper** – Dr Pepper, a leading brand in the beverage portfolio of Cadbury Schweppes Americas Beverages, is bringing more to music fans with Dr Pepper Band in a Bubble. Purchasing Dr Pepper will give fans deeper access to Band in a Bubble with opportunities to win band and music related prizes, including a trip to New York when the Bubble “bursts.” Additionally, they will host the official Web site – [www.drpepperbubble.com](http://www.drpepperbubble.com). Through Web cams strategically positioned everywhere, Dr Pepper will provide fans with special access to the band and everything that happens inside the Bubble.



**MTV** – MTV Networks, a unit of Viacom, is one of the world’s leading creators of programming and content across all media platforms. MTV will capture the most interesting and outrageous moments in a music special, which will air during four 30-minute episodes. Footage from the Bubble will also be available online at [MTV.com](http://MTV.com), where viewers will be able to check out additional content and episodes on-demand. A custom Cartel radio channel on [MTV.com](http://MTV.com) will keep fans rocking as they listen to music selected by members of the band.



**Epic Records** – Epic Records, a division of SONY BMG Entertainment, is the creative music habitat of some of today’s most vital musical artists. During the Dr Pepper Band in a Bubble experience, the band will allow their audience a window into the creative process. Cartel frontman Will Pugh has said that taking part in Dr Pepper Band in a Bubble “will probably be the biggest opportunity we will ever have to show the world what we’re made of.”

**mediaedge:cia** **Mediaedge:cia** – Mediaedge:cia (MEC) is the media communications agency of record for Dr Pepper. It was MEC who created and brokered

the partnerships behind Dr Pepper Band in a Bubble, bringing all the partners together to create this interactive multimedia event that will bring new meaning to “up close and personal.” MEC will manage and co-produce Dr Pepper Band in a Bubble to actively engage consumers through many touch points, allowing them to further connect with each other through music, television and Dr Pepper.



# band in a bubble: **THE PARTNERS** (continued)

## **PRODUCTION PARTNERS**

### **Bringing the Music and Social Experiment to Life**



**True Entertainment, a division of Endemol** – True Entertainment has staked out a leading position at the intersection of fact and fiction by creating reality and documentary content, as well as the emotional impact of fiction and scripted programming with the grit and realism of documentary. True Entertainment will produce the music special, “Band in a Bubble presented by Dr Pepper,” for MTV.



**TPG Architecture** – TPG Architecture is an award-winning provider of innovative design solutions. With an impressive client roster including Heineken USA, Rolling Stone and Lego USA, TPG was chosen to design and create the actual Bubble structure. TPG gained inspiration for the Bubble by observing bubbles at the top of a freshly opened bottle of Dr Pepper.



**ShowMotion, Inc.** – ShowMotion is the bedrock of set construction for Broadway and beyond, specializing in high-tech engineering, sophisticated motion control, steel and wood fabrication, and the development of scenic elements. They have been involved with set design for such Broadway shows as 42nd Street, Jersey Boys and The Producers. Since Dr Pepper Band in a Bubble is not just a dwelling, it’s an entertainment space, ShowMotion will make it the most visually exciting scene of the summer.



Hudson River Park

**Hudson River Park Trust** – Hudson River Park Trust (HRPT) is a partnership between New York State and City charged with the design, construction and operation of the five-mile Hudson River Park. HRPT has welcomed the construction of Dr Pepper Band in a Bubble on Hudson River Park’s Pier 54 in New York City. When Cartel bursts from the Bubble on June 12, their concert will officially kick-off Hudson River Park’s RiverRocks summer series.

## **PROMOTIONAL PARTNERS**

### **Reaching More Fans to Provide Exclusive Access**



**KFC** – KFC is also partnering with Dr Pepper Band in a Bubble and, beginning May 7, participating KFC restaurants will offer a special code on in-store P.O.S. materials and large to-go food bags with coupons attached that grant access to exclusive Band in a Bubble content at [www.drpepperbubble.com](http://www.drpepperbubble.com). Content includes a free song download from Cartel and a chance to win a VIP trip to New York on June 12 for the Bubble “burst.”