



'MIRRORS' TV COMMERCIAL FACT SHEET

Credits

- **TVC title:** Mirrors
- **Lead Creative Agency:** 180 LA
- **Production companies:** Believe Media, Cut and Run, Framestore
- **Director:** Jake Nava
- **Location of shoot:** Newark, New Jersey, USA

Beyoncé & Pepsi "Mirrors" TVC: Quick Fire Facts

- In "Mirrors" Beyoncé rocks eight of her most memorable looks including Bootylicious, Destiny's Child-era Beyoncé (1999), Crazy In Love Beyoncé (2003), Single Ladies Beyoncé (2008) as well a fresh, new modern look
- "Crazy in Love" was Beyoncé's first number 1 single as a solo artist in the US, peaking on the Billboard Hot 100 chart for 8 consecutive weeks
- To recreate her historical personas in the Pepsi advert, her stylist Ty Hunter had to dig into Beyoncé's personal archive
- A new song from Beyoncé, "Grown Woman", provides the soundtrack to the spot
- The spot sees Beyoncé take part in an exhilarating dance off against her former personas who challenge her to perform her most iconic moves
- The iconic dance choreography featured in "Single Ladies" was inspired by "Mexican Breakfast," a 1969 routine choreographed by Bob Fosse
- The "Single Ladies" dance has become one of the most imitated and parodied videos online and an inimitable worldwide dance craze, including featuring in an episode of Saturday Night Live in the US
- "Crazy in Love" won two Grammys in 2004 - Best R&B Song and Best Rap/Sung Collaboration
- Pepsi has had a relationship with Beyoncé for more than a decade – she first served as a Pepsi spokesperson in 2002
- Beyoncé and Pepsi's previous activity includes groundbreaking, international campaigns in which she starred alongside Jennifer Lopez, David Beckham, Pink and Britney Spears
- Since then, she has become a global pop culture phenomenon – arguably one of the biggest pop stars in the world - winning 17 GRAMMY® awards and selling more than 100 million albums worldwide



- Beyoncé's production company, Parkwood Entertainment, is named after the street she grew up on in Houston (Texas, US)

Director, Crew and Glam Squad

- British director Jake Nava, has directed six music videos for Beyoncé:
 - "Crazy In Love", 2003
 - "Naughty Girl", 2004
 - "Beautiful Liar" ft. Shakira, 2007
 - "Single Ladies (Put A Ring On It)", 2008
 - "If I Were Boy", 2008
 - "Baby Boy", 2008
- Beyoncé's mother and fashion designer, 'Miss Tina', has personally designed a number of Beyoncé's outfits from her music videos including "Single Ladies"
- Stylist, Ty Hunter, has collaborated with Beyoncé for more than 15 years helping to create some of her most glamorous and show stopping looks. He also works with Solange.
- Longtime lead choreographer for Beyoncé, Frank Gatson Jr. has been nominated for countless choreography awards for his work including winning Best Choreography for 'Crazy in Love' at the American MTV Awards in '03 and 'Single Ladies' at the MTV VMA in '09
- Choreographer Chris Grant, was the first dancer to be personally selected by Michael Jackson to dance on his "This Is It" final tour
- Claudio Miranda, the Director of Photography on the Pepsi advert, won a Best Cinematography Oscar this year for his work on the film "Life Of Pi"
- Beyoncé's manicurist was present on set to create unique Pepsi inspired nail art for Beyoncé present day look