



'MIRRORS' TV COMMERCIAL 'BY NUMBERS': FACT SHEET

Overview:

This document is intended to provide markets with additional fun facts to support pitches to media around the launch of the new TVC.

"Mirrors" By Numbers, 'fun' facts:

- 2 days, the amount it took to film "Mirrors" in a New Jersey warehouse...while an ice storm raged outside!
- 2 hours, the average time it took to recreate Beyoncé's iconic looks, each with their own unique attitude, dance and style
- 4 days, Beyoncé spent on choreography and perfecting the new moves she debuts in the spot – 4 hours per day
- 8 of Beyoncé's most iconic personalities are featured in the advert - including Bootylicious Beyoncé, Sasha Fierce, Single Ladies Beyoncé
- 5, the number of advertising campaigns, including "Mirrors", that Beyoncé has collaborated with Pepsi on
- 6, the number of Beyoncé music videos directed by "Mirrors" director Jake Nava, the first being the much-loved "Crazy In Love" video
- 9 mirrors were used in the advert standing 4'x 8' tall
- 16 years and counting, that the renowned choreographer Frank Gatson has worked with Beyoncé
- 24 weeks, the time spent on post-production on the advert including computer graphics and Flame' visual effects
- 28, the number of cases of Pepsi, Pepsi MAX and Diet Pepsi delivered to set during filming
- 55 hours of archival footage reviewed by Beyoncé and Pepsi (including 49 videos) – before deciding on the past characters and looks to star in the spot
- 70 countries and counting who'll air the new advert worldwide
- 98 people, the number of people on set during filming
- 250,000 approx glass shards are featured in the climactic explosion sequence with equal amounts of glass particle dust
- 1,000,000,000 people will be entertained by the advert