

Hip Hop's Flavor Fla Does TV Commercial Debut for Dr Pepper

Written by Robert ID4302

Monday, 14 April 2008 00:22 -

William Jonathan Drayton, Jr. aka hip hop artist Flavor Flav, American rap artist, classically trained pianist and trombonist, television star, hype man, DJ, and member of the politically-conscious hip hop group Public Enemy has teamed up with Dr. Pepper for his TV commercial debut.

The hip hop notable, who is known for flossing an oversized clock around his neck says "Dr Pepper is flavorlicious like me. Just like Dr Pepper, I add more to it."

The commercial was created by Young & Rubicam and directed by Rob Pritts. It opens with a college student listening to a lecture on a college campus. The student opens a can of Dr Pepper, unleashing the 23 flavors of Dr Pepper, which disrupt the professor's lecture.

The recognizable voice of hip hop's favorite flavor Flavor Flav, begins singing about how "flavorlicious" Dr Pepper is, and captures the attention of all the other students and the professor. The student covers the can, but a salsa rhythm begins playing as soon as he takes his hand away for another drink. After quieting the Dr Pepper a third time, a final flavor plays a heavy metal riff to conclude the commercial.

"With 23 flavors in every Dr Pepper, you can find something new in every sip," said Jaxie Alt, Dr Pepper brand director. "There's more to Dr Pepper, and we believe this commercial delivers that message to soda drinkers in a fun and relevant way."

So does Dr. Pepper now have '24' flavors with the addition of the hip hop notable Flavor Fla?

For more information about Dr Pepper and its commercials, visit them online at <http://www.drpepper.com/>