

Three Finalists Vie for \$1 Million USD and an Opportunity to Collaborate with Warner Bros. Pictures, DC

Entertainment and Director Zack Snyder in the Tenth and Final Doritos “Crash the Super Bowl” Competition

Fans Around the World Can Vote Now on Doritos.com

SYDNEY, Australia — (Jan. 5, 2015) Doritos today unveiled the top three finalists in the tenth and final “Crash the Super Bowl” competition and for the third consecutive year, an Australian has made it to the final round. In the last year of the competition just three finalists will vie for the grand prize: \$1 million USD and an opportunity to collaborate with director Zack Snyder while working with Warner Bros. Pictures and DC Entertainment. And for the first time ever, just for making it to the final round, the two finalists whose advertisements don’t air during the Super Bowl each will walk away with a whopping \$100,000 USD cash prize, plus a guaranteed creative gig with the Doritos brand team.

The three “Crash the Super Bowl” finalists ads are (in alphabetical order by creator last name):

“Ultrasound” by Peter Carstairs, Australia “Doritos Dogs” by Jacob Chase, USA “Swipe for Doritos” by David Rudy, USA

This year’s competition received nearly 4,500 submissions from 28 countries around the world. The three finalists were narrowed from 50 semi-finalists by an experienced, qualified panel of judges, including executives from the Doritos brand team and top advertising and marketing professionals. “Crash the Super Bowl,” which began in the U.S., opened up to a global audience three years ago and there has been an Australian in the finals each year since.

Now through Jan. 31, 2016, fans can vote online for the best of the three finalist commercials.

The winning ad — selected by fan votes on www.doritos.com — will air during the Super Bowl 50 broadcast, scheduled for February 07, 2016 on the CBS network in the United States.

For the first time ever, the winner of this final installment of the contest will have the chance to leave a creative mark not only on the Super Bowl, one of popular culture’s most-watched annual events, but also on a future Warner Bros. and DC Entertainment project, as part of a collaboration with Snyder, the director of the much-anticipated “Batman v Superman: Dawn of Justice,” set for release in 2016, which marks the first time the two iconic Super Heroes will share the big screen. Snyder also directed “Man of Steel,” “300” and his first feature, “Dawn of the Dead.” As a director whose humble beginnings include making TV commercials, Snyder says, “I know firsthand that in the entertainment business, you get a few shots to take a risk and put your talent up against everybody else to see if you have what it takes to make it big. The Super Bowl is one of the biggest stages in the world and having your talent showcased in front of that audience can open a new world of opportunities. I can hardly wait to see which ad prevails.”

The three finalists will be invited to attend Super Bowl 50 in California in the U.S., where they can watch the game — and, perhaps, their own ads — from a private suite stocked with, of course, plenty of Doritos chips. Only when the advertisement airs will the three finalists learn along with the rest of the world which one is the big winner.

PepsiCo’s relationship with the NFL is among the company’s longest-running and most-successful sports sponsorships. PepsiCo will leverage its relationship with the NFL to connect with consumers throughout the season with activations spanning many of the company’s largest food and beverage brands, including Pepsi, Tostitos, Quaker, Doritos and Gatorade.

About Doritos

Doritos is one of PepsiCo’s billion dollar brands and one of the fastest growing snack brands in the PepsiCo portfolio. First launched in the United States in 1966, the bold flavors and intense crunch of Doritos products are now enjoyed in more than 70 countries around the world.

About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our vision to deliver financial performance over the long term by integrating sustainability into its business strategy, leaving a positive imprint on society and the environment. We do this in part by offering a wide range of products; increasing the number of our nutritious foods and beverages; reducing our environmental impacts; and supporting our employees and the communities where we do business; all of which will help position the company for long-term sustainable growth. For more information, visit www.pepsico.com.

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