

Dr Pepper's "Fansville" College Football Campaign Stacks the Bench with Season Four Return

Popular "Fansville" campaign celebrates college football's 'return to glory' with all-star line-up featuring Clemson Tigers star quarterback, DJ Uiagalelei

FRISCO, Texas, Aug. 23, 2021 /PRNewswire/ -- Dr Pepper today released season four of "Fansville" – the Dr Pepper episodic drama featuring parody storytelling from a college football fanatic town. "Fansville" returns this year to indulge fans with the ultimate season, stacking its talent roster with both current and former college football stars including Brian Bosworth, Joe Theismann, and Clemson Tigers quarterback sensation, DJ Uiagalelei.

"College football fandom was stifled last year, leaving fans missing their favorite traditions and rituals. To make up for it, we are going big with "Fansville" and surprising fans with one of the most exciting college athletes to watch," said Derek Dabrowski, VP of Dr Pepper Brand Marketing. "We're excited to have a stacked line-up of incredible talent to bring to life the spirit and excitement of the college football season."

After a year of restraint, fans are ready to come back this Fall with full-force fandom. Fansville marks this spectacular 'return to glory' with a star-studded line-up honoring the resiliency and loyalty of fans who missed a year of cheering their favorite team on from the stadium. The :60 and :30 commercials include Brian Bosworth, who returns as Fansville's beloved 'sheriff' for his 4th season, and first appearances by famed former football player Joe Theismann and DJ Uiagalelei. Uiagalelei's involvement in the campaign comes on the heels of the recent changes in state laws relating to name, image and likeness (NIL) activities for college athletes, which now allow athletes to monetize their likeness in brand promotions, campaigns and advertising.

As the first sponsor of the College Football Playoff and presenting sponsor of the College Football Playoff National Championship Trophy, Dr Pepper is synonymous with college football. Year after the year, Dr Pepper celebrates the passion and traditions of college football fans with the Fansville series.

About Dr Pepper

Dr Pepper, a brand of Keurig Dr Pepper (KDP), is the oldest major soft drink in the United States. Since 1885, the 23 flavors of Dr Pepper have earned legions of fans that enjoy its unique, refreshing taste. The brand is available in Regular, Diet, Caffeine Free, Cherry, and Cream Soda varieties. For more information, visit DrPepper.com or keurigdrpepper.com. For the brand's latest news and updates, follow Dr Pepper at [Facebook.com/DrPepper](https://www.facebook.com/DrPepper) or [Twitter.com/DrPepper](https://twitter.com/DrPepper).

About Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading beverage company in North America, with annual revenue in excess of \$11 billion and nearly 27,000 employees. KDP holds leadership positions in soft drinks, specialty coffee and tea, water, juice and juice drinks and mixers, and markets the #1 single serve coffee brewing system in the U.S. and Canada. The Company's portfolio of more than 125 owned, licensed and partner brands is designed to satisfy virtually any consumer need, any time, and includes Keurig®, Dr Pepper®, Green Mountain Coffee Roasters®, Canada Dry®, Snapple®, Bai®, Mott's®, CORE® and The Original Donut Shop®. Through its powerful sales and distribution network, KDP can deliver its portfolio of hot and cold beverages to nearly every point of purchase for consumers. The Company is committed to sourcing, producing and distributing its beverages responsibly through its Drink Well. Do Good. corporate responsibility platform, including efforts around circular packaging, efficient natural resource use and supply chain sustainability. For more information, visit, www.keurigdrpepper.com.

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