



Snapple Brings “The Best Stuff on Earth” to NBC’s “America’s Got Talent” as it Signs on as the Show’s First Official Beverage Partner

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Snapple Real Fact: Dogs, Cats, Ferrets and a Pig have all auditioned on “America’s Got Talent”

NBC, FremantleMedia Enterprises and Syco announced today an exclusive partnership with Snapple that names the company as an official sponsor for season seven of NBC’s hit summer reality talent competition series “America’s Got Talent.” This marks the first exclusive beverage partnership for the series.

The partnership will encompass season-long on-air integrations, an extensive digital and social media campaign and a fully branded off-channel marketing effort. More details will be available closer to the show’s premiere this summer.

“We couldn’t be more proud of our partnership with Snapple and ‘America’s Got Talent’ and the great collaboration in bringing this season to life,” said Jim Hoffman, executive vice president, Sales and Marketing, NBC. “The Snapple brand is a perfect fit for the show’s mission to celebrate and identify the country’s most unique and talented performers.”

“This partnership with ‘America’s Got Talent’ gives Snapple the opportunity to celebrate the best stuff across America,” said Regan Ebert, vice president of marketing for Snapple. “There are no two brands quite like Snapple and ‘America’s Got Talent’ in terms of the range of the fun and flavor we bring our fans. It’s going to be an exciting summer.”

“It is a ‘Real Fact’ that we are working closely with Snapple to create a first-of-its-kind consumer campaign for ‘America’s Got Talent,’” said Amy Lorbat, senior vice president, Branded Entertainment and Partnerships, FremantleMedia Enterprises. “We look forward to launching this exciting and dynamic partnership with Snapple that perfectly complements and extends their brand through fun and unique in-show placement and integrations, to kick off the show’s first season in New York.”

“America’s Got Talent” is NBC’s hit summer series from “American Idol” producers FremantleMedia North America and Simon Cowell’s SYCO Television. The show returns this summer with the hottest performers from across the country ready to compete in the blockbuster reality show’s seventh season. This year, outspoken radio personality, television host and author Howard Stern joins Howie Mandel (“Deal or No Deal”) and Sharon Osbourne on the judging panel, while actor/producer/comedian Nick Cannon returns as host.

With the talent search open to acts of all ages, “America’s Got Talent” has brought the variety format back to the forefront of American culture by showcasing performers from across the country. The series is a true celebration of the American spirit, featuring a colorful array of hopeful stars, including singers, dancers, comedians, contortionists, impressionists, jugglers, magicians and ventriloquists, all vying for their chance to strut and perform on stage hoping to win America’s hearts -- and the \$1 million prize.

“America’s Got Talent” is produced by FremantleMedia North America and Simon Cowell’s SYCO Television. Simon Cowell, Cecile Frot-Coutaz (“American Idol”), Jason Raff, Ken Warwick (“American Idol”) and Georgie Hurford-Jones are executive producers.

For embeddable clips and full episodes of “America’s Got Talent,” please visit NBC.com’s official show site: <http://www.nbc.com/americas-got-talent/>

For artwork and a complete press kit from the show, please visit the NBC Universal Media Village website at <http://www.nbcumv.com>.

Please follow us on Facebook at <http://www.facebook.com/nbcagt> and on Twitter at <http://www.twitter.com/nbcagt>

About NBC Entertainment

NBC Entertainment develops and schedules programming for the network’s primetime, late-night, and daytime schedules. NBC’s quality programs and balanced lineup have earned the network critical acclaim, numerous awards, and ratings success. NBC has earned more Emmy Awards than any network in television history. NBC’s roster of popular scripted series includes such critically acclaimed and Emmy Award-winning comedies as “The Office” and “30 Rock,” the latter starring Alec Baldwin and Tina Fey. NBC’s drama slate includes the veteran, award-winning series “Law & Order: Special

Victims Unit" and the popular first-year musical "Smash." Unscripted series for NBC include the vocal competition hit "The Voice" as well as "The Biggest Loser," "The Celebrity Apprentice" and "America's Got Talent." NBC's late-night story is highlighted by "The Tonight Show with Jay Leno," "Late Night with Jimmy Fallon," "Last Call with Carson Daly" and "Saturday Night Live." NBC Daytime's "Days of our Lives" consistently ranks among daytime's top programs in the valuable women 18-34 category. The five-time, Emmy Award-winning NBC.com streams full episodes and provides original content for NBC entertainment shows online and through apps for mobile and tablet devices. On Saturday mornings, the network broadcasts Qubo on NBC, a three-hour block that features fun, entertaining, and educational programming for kids, including the award-winning, 3-D animated series "Veggie Tales."

About Snapple

Snapple, a brand of Dr Pepper Snapple Group (NYSE: DPS), is a leader in great-tasting premium beverages. Founded in 1972 by three childhood friends, Snapple got its start in Greenwich Village, New York, and is now available throughout the United States and numerous countries worldwide. Snapple prides itself on developing, producing and marketing a wide variety of premium beverages, including ready-to-drink iced teas, juice drinks, 100% juices and water. Known for its down-to-earth approach to marketing, Snapple continues to delight fans across the world. DPS is a leading producer of flavored soft drinks, marketing Snapple and 50-plus other brands across North America and the Caribbean. For more information on Snapple, visit www.snapple.com or www.drpeppersnapple.com.

About FremantleMedia Enterprises & FremantleMedia

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes FremantleMedia North America, UFA, talkbackTHAMES, FremantleMedia Australia and Original Productions amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), Hole In The Wall, Got Talent (co-produced with Syco in the UK and the US), The X Factor (co-produced with Syco in the UK), Take Me Out, Family Feud, The Price is Right, Farmer Wants A Wife, Gute Zeiten Schlechte Zeiten, and Neighbours.

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