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The Choice | Pepsi | Super Bowl

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Pepsi's Super Bowl LX spot, "The Choice," directed by Academy Award®-winning filmmaker Taika Waititi, challenges the viewer to choose between the Pepsi Challenge—and chooses Pepsi Zero Sugar. The spot brings the Pepsi Paradox to life, proving that there's a choice in everything. Watch the spot and join America in rethinking its favorite cola.

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