# PepsiCo accelerates brand innovation with new multi-year Formula 1 partnership



PepsiCo's recent announcement of its multi-year global partnership with Formula 1, revealed on May 27, signals a bold move that marries two titans of their respective fields. With brands like Sting Energy, Gatorade, and Doritos set to take centre stage in one of the world’s fastest-growing sports, this collaboration aims to transcend traditional sponsorship by embedding itself deeply within the thrill and emotional spectacle of live racing. While specific financial terms remain undisclosed, the partnership promises to unleash a flurry of trackside branding, digital campaigns, and exclusive hospitality experiences across multiple Grand Prix events starting in 2025.

The nature of PepsiCo's chosen brands is particularly telling; Sting and Gatorade seamlessly fit into narratives of energy and performance, while Doritos adds a playful twist, offering a brand that thrives on cultural engagement. Eugene Willemsen, PepsiCo’s chief executive for international beverages, emphasised this synergy, stating, “This landmark partnership... represents a perfect fusion of two global powerhouses that share a passion for creating extraordinary fan experiences.” Such expressions underscore the escalating trend whereby brands seek not only visibility but also genuine connection with fans.

PepsiCo's strategic entry into Formula 1 is part of a larger trend among global brands eager to leverage sports partnerships to enhance brand credibility and relevance. This move follows another key partnership, with Mastercard, which recently upgraded its sponsorship of the UEFA Champions League, expanding its offerings to include innovative digital experiences as they gear up for the 2025 final. Additionally, Netflix is reportedly exploring content-driven collaborations with the NBA, focusing on hybrids of live sports and branded docuseries, suggesting that the convergence of entertainment and sports marketing is set to evolve further.

The timing of PepsiCo's partnership aligns with Formula 1's surging popularity, particularly among younger audiences in the United States, a trend amplified by the success of the Netflix series "Drive to Survive." This show has turned driver rivalries and pit strategies into captivating narratives, attracting a digitally savvy fanbase that expects more than just standard advertising. By embedding itself into various aspects of these racing events—from hydration strategies during intense moments to snacks designed for viewing parties—PepsiCo aims to transform brand presence into a vital part of the overall fan experience.

Stefano Domenicali, President and CEO of Formula 1, heralded this partnership as “a sparkling union that will bring together tradition and innovation,” promising to deliver excitement and unforgettable experiences for global fans. Notably, this partnership is part of a broader trend at Formula 1 to open its doors to diverse sponsorships. Recently, the sport announced a historic 10-year collaboration with luxury brand group LVMH, enhancing its appeal within upscale markets while focusing on high-end experiences during its 75th anniversary celebrations in 2025. Similarly, American Express expanded its deal to become an official partner, aiming to provide exclusive benefits to card members across various Grands Prix.

The geographic precision of Formula 1 further optimises PepsiCo's endeavour. Each race presents opportunities to tap into regional markets, allowing tailored experiences in burgeoning consumption areas—be it energy drinks in India or Gatorade in hydration-focused markets like the US and Latin America. Meanwhile, Doritos can leverage its reputation for cultural engagement, tapping into the vibrant dynamics of race weekends with campaigns that resonate with Gen Z humour and themes.

This strategic move reflects an evolving marketing model predicated on rapid consumer engagement and participatory experiences. However, embracing this model does not come without risks. The demand for resource-intensive experiential strategies necessitates careful execution, as poorly conveyed messages or mishaps during live events can quickly tarnish brand reputations.

PepsiCo appears resolute in committing to this high-stakes strategy, viewing its partnership with Formula 1 not merely as a quest for visibility but as a pursuit of long-term relevance in a fast-paced market. As more brands like Mastercard, Netflix, and others follow suit, the competitive landscape of sports sponsorship is primed for transformation, ushering in a new era of immersive and engaging marketing strategies that align closely with the fervour of modern fandom.

## Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global), [[2]](https://www.formula1.com/en/latest/article/formula-1-and-lvmh-announce-historic-10-year-global-partnership.3A03yF7XdLrngV6XNLjLoP)
* Paragraph 3 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global), [[3]](https://www.pepsico.com/our-stories/press-release/pepsico--extends-its-partnership-as-uefa-womens-football-partner-through-2030/), [[4]](https://www.formula1.com/en/latest/article/formula-1-and-american-express-announce-new-multi-year-global-sponsorship.36Sb1zT1U1Tiwfo2YtY8kS)
* Paragraph 4 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global), [[2]](https://www.formula1.com/en/latest/article/formula-1-and-lvmh-announce-historic-10-year-global-partnership.3A03yF7XdLrngV6XNLjLoP), [[6]](https://www.formula1.com/en/latest/article/williams-announce-new-title-partnership-ahead-of-2025-season.4eRDXpi9xv7hyvr9hBbre1)
* Paragraph 5 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global), [[2]](https://www.formula1.com/en/latest/article/formula-1-and-lvmh-announce-historic-10-year-global-partnership.3A03yF7XdLrngV6XNLjLoP), [[5]](https://about.att.com/story/2024/oracle-red-bull-racing.html)
* Paragraph 6 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global), [[2]](https://www.formula1.com/en/latest/article/formula-1-and-lvmh-announce-historic-10-year-global-partnership.3A03yF7XdLrngV6XNLjLoP), [[3]](https://www.pepsico.com/our-stories/press-release/pepsico--extends-its-partnership-as-uefa-womens-football-partner-through-2030/)
* Paragraph 7 – [[1]](https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/27/pepsico-s-formula-1-deal-isn-t-just-flash-it-s-signal-what-s-accelerating-global> - Please view link - unable to able to access data
2. <https://www.formula1.com/en/latest/article/formula-1-and-lvmh-announce-historic-10-year-global-partnership.3A03yF7XdLrngV6XNLjLoP> - In October 2024, Formula 1 announced a historic 10-year global partnership with luxury brands group LVMH, set to commence in 2025. The agreement includes several of LVMH's iconic Maisons, such as Louis Vuitton, Moët Hennessy, and TAG Heuer. This unprecedented collaboration aims to merge the worlds of luxury and motorsport, offering unparalleled experiences that combine thrilling racing with elegant craftsmanship for enthusiasts, fans, and clients worldwide. The partnership is poised to enhance the global appeal and cultural relevance of Formula 1 as it celebrates its 75th anniversary in 2025.
3. <https://www.pepsico.com/our-stories/press-release/pepsico--extends-its-partnership-as-uefa-womens-football-partner-through-2030/> - In April 2025, PepsiCo extended its partnership as a UEFA Women's Football partner through 2030. This commitment involves three of PepsiCo's most iconic brands—Pepsi, Lay's, and Gatorade—strengthening their support for the growth and future of women's football. As the first UEFA Champions League partner to commit to Women's Football in 2019, PepsiCo now becomes the first to renew its commitment for the next cycle, further cementing its role in expanding the sport's global reach and inspiring the next generation of football fans.
4. <https://www.formula1.com/en/latest/article/formula-1-and-american-express-announce-new-multi-year-global-sponsorship.36Sb1zT1U1Tiwfo2YtY8kS> - In October 2024, Formula 1 and American Express announced a new multi-year global sponsorship, expanding Amex's partnership from the Americas region to the global stage. As an Official Partner, American Express will collaborate with F1 to create exceptional fan experiences at select Grands Prix throughout the year. Card Members will have access to various benefits, including Amex Presale Tickets, Paddock Club and Grandstand tickets, and exclusive hospitality offerings. This partnership underscores American Express's dedication to providing Card Members with unparalleled access and experiences in the world of motorsport.
5. <https://about.att.com/story/2024/oracle-red-bull-racing.html> - In October 2024, AT&T announced a multi-year extension and expansion of its partnership with Oracle Red Bull Racing, set to commence in 2025. Having been a trusted connectivity partner for over a decade, AT&T's expanded role aims to drive technological advancements and enhance race-day performance for the team. The collaboration focuses on serving the unique global audience and fanbase of Formula 1, with AT&T's expertise continuing to be a driving force behind Oracle Red Bull Racing's pursuit of victory and innovation on the track.
6. <https://www.formula1.com/en/latest/article/williams-announce-new-title-partnership-ahead-of-2025-season.4eRDXpi9xv7hyvr9hBbre1> - In February 2025, Williams Racing announced a new title partnership with software firm Atlassian ahead of the 2025 Formula 1 season. This multi-year commitment marks the biggest partnership deal in Williams' 48-year history. Atlassian's branding will feature prominently on the team's 2025 challenger, as well as on the race suits of drivers Carlos Sainz and Alex Albon. The partnership aims to enhance teamwork and collaboration within the team, aligning with Williams' ambition to return to the front of the grid and achieve future World Championship success.
7. <https://www.motorsport.com/f1/news/ferrari-energy-drink-f1-sponsor-hamilton-era/10574049/> - In February 2024, Scuderia Ferrari announced a multi-year partnership with energy drink brand Celsius, marking a significant sponsorship deal. The partnership includes unique fan experiences and activations at Formula 1 races worldwide, as well as presence in the Ferrari garage, hospitality areas, and retail locations. This collaboration aims to bring fans closer to the action and the Ferrari team, fostering a more engaging and energized global fan community. The arrival of Lewis Hamilton at Ferrari in 2025 provides an unexpected boost to the company's global marketing efforts.