

*PepsiCo Food Service, the dominant food service provider for many Taco Bell, KFC and Pizza Hut restaurants, wanted to create a corporate rally video presentation that would ignite the company's morale and help kickoff the new corporate attitude of commitment to customer service. PFS approached Director/Producer Christopher Bigbie with the intention of doing something fun and different for the video, but they didn't want viewers to miss the video's important message or come across as a "typical corporate announcement video."*



*In an effort to promote the new PFS mantra "Can't Beat It," a Dallas recording studio was contracted to rework the words of the Rolling Stone's "Satisfaction" for PFS. However, it was Director/Producer Christopher Bigbie's idea to make their video presentation into something unexpected and unconventional, yet effective and complimentary to the use of their song: a music video.*

*A warehouse set was constructed on a Dallas sound stage and served as the backdrop of the music video which was shot using the MTV music video style by using a lot of quick, sweeping handheld camera shots and dolly shots. The Rock Stars in the video were the gracious and funloving PFS top 5 CEO's, who readily agreed to perform in the music video and simulated playing musical instruments while lip synching the lyrics to "Can't Beat It"*

*The warehouse scenes were intercut with footage gathered from company facilities, distribution warehouses and corporate offices located in Texas, Kansas and California.*

*The audience at the initial video unveiling was shocked and amazed to find out it was the company's top CEO, CFO, COO, etc., in the video and not hired actors and actresses portraying rock stars. Until the words "Can't Beat It" were heard, the photography, acting and shooting style of the video had viewers believing what they saw was an actual music video.*



*The video was intended to be played only once at the Can't Beat It kick off rally. But due to the strong and positive reaction to the video, PFS incorporated the music video into several more of their corporate events.*