

## When Pepsi Needed Notarizations for the SuperBowl Halftime Show, They Scored with SignNow



### Profile

PepsiCo Inc. is an American multinational food, snack and beverage corporation headquartered in New York. They sponsored the Super Bowl Halftime Show in 2013 (and every year since, including 2016).

### Challenges

- Securely collect notarized affidavits
- Make submitting photos easier
- Collecting notarized signatures via paper was impractical

### Solution

SignNow

### Results

- Created a simple link for submitters
- Submitters used computer and webcam
- Easy to track, monitor, and manage notarized documents
- Ability to expire notary links in 72 hours

### Executive Summary

Pepsi used SignNow to collect signatures from hundreds of fans who submitted photos for use in Beyonce's Super Bowl XLVII Halftime Show. Everything was completed securely in the cloud, without having to send any paper documents at all.

### The Challenge

Pepsi's marketing team was tasked with creating a stunning experience for the 2013 Super Bowl Halftime Show. In cooperation with Mekanism, an award-winning, full-service creative agency, the team created an innovative concept: use photos submitted by Pepsi's biggest fans as a part of the show.

Pepsi & Mekanism needed a solution that securely collected notarized affidavits, but would be easy for submitters to complete and the marketing team to manage. They decided to use notarized affidavits for over 500 photos from hundreds of people around the country. However, collecting the notarizations using traditional paper methods would be a daunting task.

### How SignNow Helped

After thorough review, the Pepsi & Mekanism team selected SignNow's online notarization solution as the best way for them to collect notarized signatures. Using SignNow, the team created a simple link, which they were able to distribute to the photo submitters.

*"I'm more than happy with how well SignNow worked for us and the contest winners. We needed a solution that was a secure way to collect notarized signatures for our clients. I can't imagine how hard it would have been without SignNow, it did everything we wanted and more."*

**Elizabeth Morse**

Director of Integrated Production

Pepsi

Photo submitters were able to easily complete a notarization using their computer and a webcam. It was simple, fast, and required no scheduling. Notarizing from a laptop was a breeze.

### About SignNow

SignNow by Barracuda cuts document turnaround time by as much as 90%. SignNow gives you control over your document workflows and lets you easily integrate signed documents with other electronic systems. Get legally binding signatures from your customers, partners and employees in seconds using any device. With SignNow, you never need to search for a paper agreement again since your documents are stored securely in the cloud. SignNow also offers on-premises and Vx solutions.



For Mekanism, tasked with managing the marketing campaign for Pepsi, it was easy to track, monitor, and manage notarized documents as they were completed. They even had additional control over the process, such as the ability to expire notary links for customers to ensure notarizations were completed within 72 hours.

For Pepsi, they had the peace of mind that they were collecting proper permission from photo submitters who really owned their content. The innovative nature of online notarization even fit well with their brand. SignNow took a traditionally painful notary process, one that might not have worked for Pepsi's photo submitters, and made it easy.

*SignNow's eSignings helped us make the  
halftime show happen.*

**Andrea Harrison**  
Digital Brand Director  
Pepsi

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Protecting users, applications, and data for more than 150,000 organizations worldwide, Barracuda Networks has developed a global reputation as the go-to leader for powerful, easy-to-use, affordable IT solutions. The company's proven customer-centric business model focuses on delivering high-value, subscription-based IT solutions for security and storage. For additional information, please visit [www.barracuda.com](http://www.barracuda.com) or follow us on [Twitter@barracuda](https://twitter.com/barracuda).