

LAST QUESTION

BRAND RANKING



Coca-Cola's ranking on Most Valuable Brands in the world list. (Brand Value: **\$77.8 billion**, up 8% from the year before)



Pepsi's ranking on the Most Valuable Brands in the world list (Brand value: **\$16.6 billion**, up 14% from the year before)



Taylor Swift's rank on the Forbes Celebrity Power list



Beyoncé's rank on the Forbes Celebrity Power list

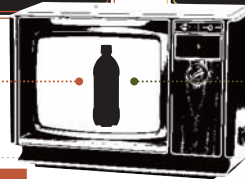
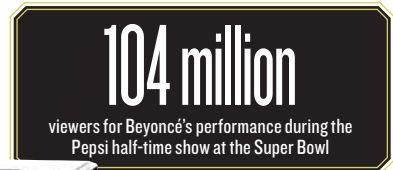


Does this mean Kanye will drink Pepsi?

BY DAVID BROWN

Coke and Pepsi, two giants of the pop world, have each added a pop star to their marketing arsenal in recent months. Pepsi was first, signing Beyoncé late last year to a multi-year deal reportedly worth \$50 million. In January, Coca-Cola countered via a deal with country crossover sensation Taylor Swift to push Diet Coke.

Kanye West infamously made it clear during the 2009 MTV Video Music Awards that he prefers Beyoncé ("Imma let you finish that Diet Coke, Taylor...") but will the two pop diva's affect sales? Here's how the two sides match up in the latest battle of the Cola Wars.



MARKET SHARE

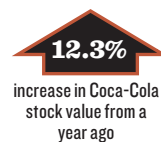
Coke has a bigger share of the cola market, but Pepsi-Co's multiple brands in the snack food market give it more revenue.



ANNUAL REVENUE



AD SPENDING



Sources: bizjournals.com; opinionator.blogs.nytimes.com; nytimes.com; interbrand.com; Photos: Taylor Swift: Frank Micelotta/PictureGroup; Beyoncé: Picture Perfect/Rex Features