



# MJJCollectors

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## Dr Pepper Be A Pepper Media Kit & LP Record (USA)



This is a rare US press kit with jingle by Michael and Jackson 5 did for Dr. Pepper soda.

1979 Dr Pepper Be A Pepper Campaign Media Kit and "Sights and Sounds of Dr Pepper '77".  
Unused.  
Includes photos, print ad and TV commercial stills, cassette tape with Dr Pepper radio and TV commercial ads and jingles performed by various celebrities, including Loretta Lynn, Bonnie Tyler, **Michael Jackson and the Jackson Five**, Frankie Vali, Manhattan Transfer and others.  
Kit also includes Tweetie, Sylvester and Bugs Bunny advertising decals and Fred Flintstone and other Dr Pepper cloth patches.  
Record Album set contains 1977 TV and Radio Commercials featuring BB King, The Mills Brothers, Gladys Knight & The Pips.  
Folio has two pull-out advertising posters and lots of photos highlighting new TV and print ads.

Record Album set measures 12-1/2" x 12-1/2".  
Media kit measures 12" long x 1-1/4" deep x 9-1/2" wide.

[Vendor Information](#)

**Reviews:** There are no reviews for this item.  
Please log in to write a review.