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Sprite® Salutes Legends of Hip-Hop Through New “Obey Your Verse” Lyrical Collection

Lyrics by Drake, Nas, The Notorious B.I.G. and Rakim prominently featured on limited-edition Sprite packaging this summer

ATLANTA--(BUSINESS WIRE)-- In 1986, Sprite became one of the first mainstream brands to acknowledge the cultural impact of hip-hop by creating a pioneering national television commercial featuring rapper Kurtis Blow. Nearly 30 years later, Sprite continues to evolve its role in hip-hop with the launch of 16 limited-edition package designs that pay homage to some of the most admired lyricists of all time.

 Sprite “Obey Your Verse” Lyrical Collection featuring lyrics from Drake, Nas, The Notorious B.I.G. a ...

Sprite “Obey Your Verse” Lyrical Collection featuring lyrics from Drake, Nas, The Notorious B.I.G. and Rakim. (Photo: Business Wire)

The first edition of the Sprite “Obey your Verse” Lyrical Collection features inspirational lyrics from rap superstars

Drake, Nas, The Notorious B.I.G. and Rakim. The artists were selected based on their reputation for being true to themselves through their music and advancing the culture. Each artist's lyrics will appear on individual 12- and 16-ounce cans, 20-ounce bottles, and 12-, 20- and 24-packs of 12-ounce cans, which are available now in stores nationwide through the end of summer.

“Sprite recognized and respected the power of hip-hop early, and it became a part of the brand's essence decades ago,” said Kimberly Paige, Vice President, Sprite Brands and Flavors, Coca-Cola North America. “By honoring and recognizing great lyricism from some of the genre's biggest icons on our product packaging, we’re demonstrating how Sprite continues to support hip-hop artists that remain true to themselves.”

The Sprite “Obey your Verse” Lyrical Collection marks the latest evolution in its Obey your Thirst® campaign, which originated in 1994. Over the years, campaign creative has featured hip-hop icons like A Tribe Called Quest, KRS-One, Grand Puba, Pete Rock & C.L. Smooth, Grandmaster Flash and Afrika Bambaataa, as well as contemporary greats like Drake, Nas, Missy Elliott, Common and Fat Joe.

Out-of-home and digital advertising will feature the likeness of each Sprite “Obey your Verse” Lyrical Collection artist along with his respective packaging. Campaign creative was developed by Wieden + Kennedy New York.

“Legacy means everything to me,” said Nas, a longtime Sprite partner. “When I wrote these lyrics, I never imagined my fans would someday have the opportunity to enjoy a can of Sprite and experience my art in a totally original way.”

The inaugural Sprite "Obey your Verse" Lyrical Collection features the following lyrics:

Artist	Lyric on Can	Song Origin
Drake	Know yourself, know your worth	"0 to 100"
Drake	I'm the rookie and the vet	"0 to 100"
Drake	Man, they treat me like a legend	"Over"
Drake	Started from the bottom	"Started From The Bottom"
Drake	On a mission trying to shift the culture	"Tuscan Leather"
Nas	Living longevity to the destiny	"If I Ruled the World"
Nas	Poetry's deep I never fell	"It Ain't Hard To Tell"
Nas	It's truth, that I am you, and I am proof	"My Generation"
Nas	The World is Yours	"The World is Yours"
Nas	Live with it and love it	"Trust"
Rakim	Self-esteem makes me super, superb, and supreme	"Follow the Leader"
Rakim	Cool, 'cause I don't get upset	"Microphone Fiend"
Rakim	Thinking of a master plan	"Paid in Full"
Rakim	Speak the truth	"Waiting for the World to End"
Rakim	My mental windows refuse to close	"Waiting for the World to End"
The Notorious B.I.G.	Lyrically I'm supposed to represent	"One More Chance"

To learn more, follow and participate in the social conversation on Twitter using the hashtag #ObeyYourVerse.

About The Coca-Cola Company

[The Coca-Cola Company](#) (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still [brands](#). Led by Coca-Cola[®], one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including [Diet Coke](#)[®], [Fanta](#)[®], [Sprite](#)[®], [Coca-Cola Zero](#)[™], [vitaminwater](#)[®], [Powerade](#)[®], [Minute Maid](#)[®], Simply[™], Georgia[®] Dasani, FUZE TEA and [Del Valle](#)[®]. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, [healthy living](#), create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit [Coca-Cola Journey](#) at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, [Coca-Cola Unbottled](#), at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company.

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