



The opinions about the soft drink advertising covering the electronic message board sitting atop Two North Twentieth in downtown Birmingham are varied, though now it appears it wants to speak for itself.

A Twitter account, [@BhamPepsiSign](#), appears to have been created sometime yesterday for the controversial sign. The account's bio states it's "the official voice of the Birmingham Pepsi billboard." There have been efforts since the sign's installation started to catch the attention of Pepsi, and this may prove to be one of the more visible ways to do so.

The two-sided advertisement for Pepsi, paid for by local distributor [Buffalo Rock](#), covers an electronic sign installed in 1971 to commemorate the city's centennial atop the International style building. [The sign's installation](#) is in advance of [the sold-out March 28 preseason exhibition game between the Birmingham Barons and the Chicago White Sox](#). The Barons have the distinction of being the only team associated with the White Sox to not have a Pepsi corporate sponsorship. This includes the Charlotte Knights, their Triple-A affiliate, whom set to open their new ballpark next month. [They just signed a multi-year sponsorship and beverage-serving deal with Pepsi last month](#). It seems to correspond with [our commentary on the sign from December 2012](#), though it could be coincidental.

In case you're wondering, "The Sign" is currently following both [Pepsi](#) and [Buffalo Rock](#); they aren't following back - yet.

Meanwhile, [Coca Cola United](#), the nation's third largest bottler of Coke products, is looking towards expansion, [including a potentially significant one in Chattanooga](#).