



pepsi

**MAX**<sup>®</sup>



maximum taste  
no sugar

330ml

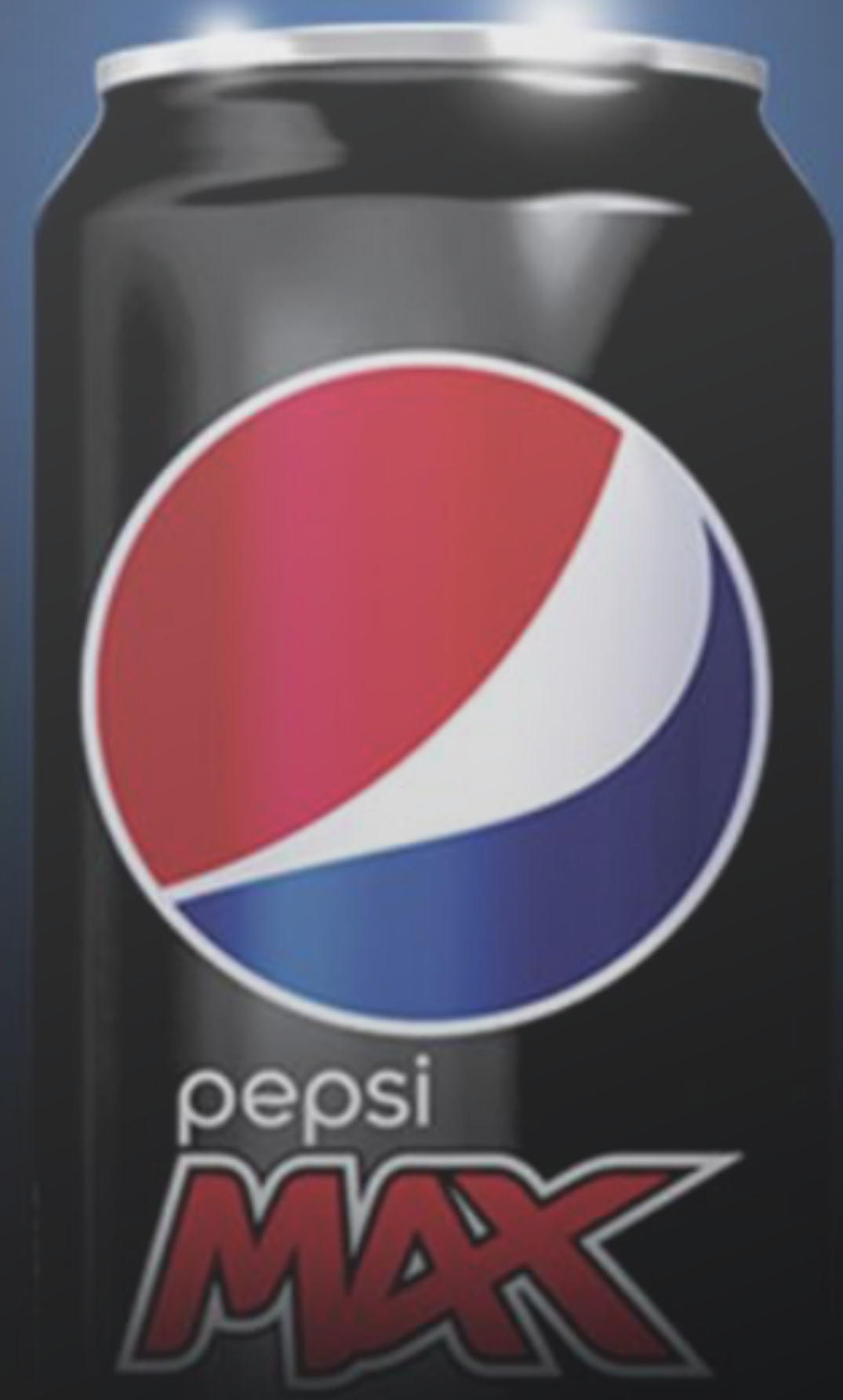
**PEPSIMAX**  
BOUNDLESS







... **Challenge**



The carbonated soft drink market is in the decline stage due to the increased wave of health conscious consumers

...



# ... Objectives

**Business:** Increase sales by 3% in 1 year among millennials



## Communication

- 01 Generate PepsiMax awareness—online and outdoor
- 02 Online hyper-targeting advertising to measure success and saliency
- 03 Outdoor ads to increase frequency among target audience



# Expressive, Mobile, Connected





## ... Internet Dependent

10+ hours mobile device, social media, online radio

“Couldn’t live without the internet on their mobile device”

Access internet on the go or in place of study

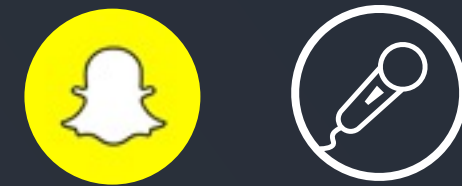


# Platform Introduction Timeline

**Phase 1**



**Phase 2**



**Phase 3**





# Phase 1

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**Introduction**

# Phase 2

...

**Contest**

# Phase 3

...

**Concert**

# Phase 4

...

**Measurables**

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## ... Introduction

Announcement of contest between colleges to host a concert and unveiling of campaign hashtag

***#MovewithMax***



### **Facebook**

PepsiMax UK announces contest between college campuses using video of influencers



### **Instagram**

Influencer will announce involvement in campaign. Share message and PepsiMax content on their accounts



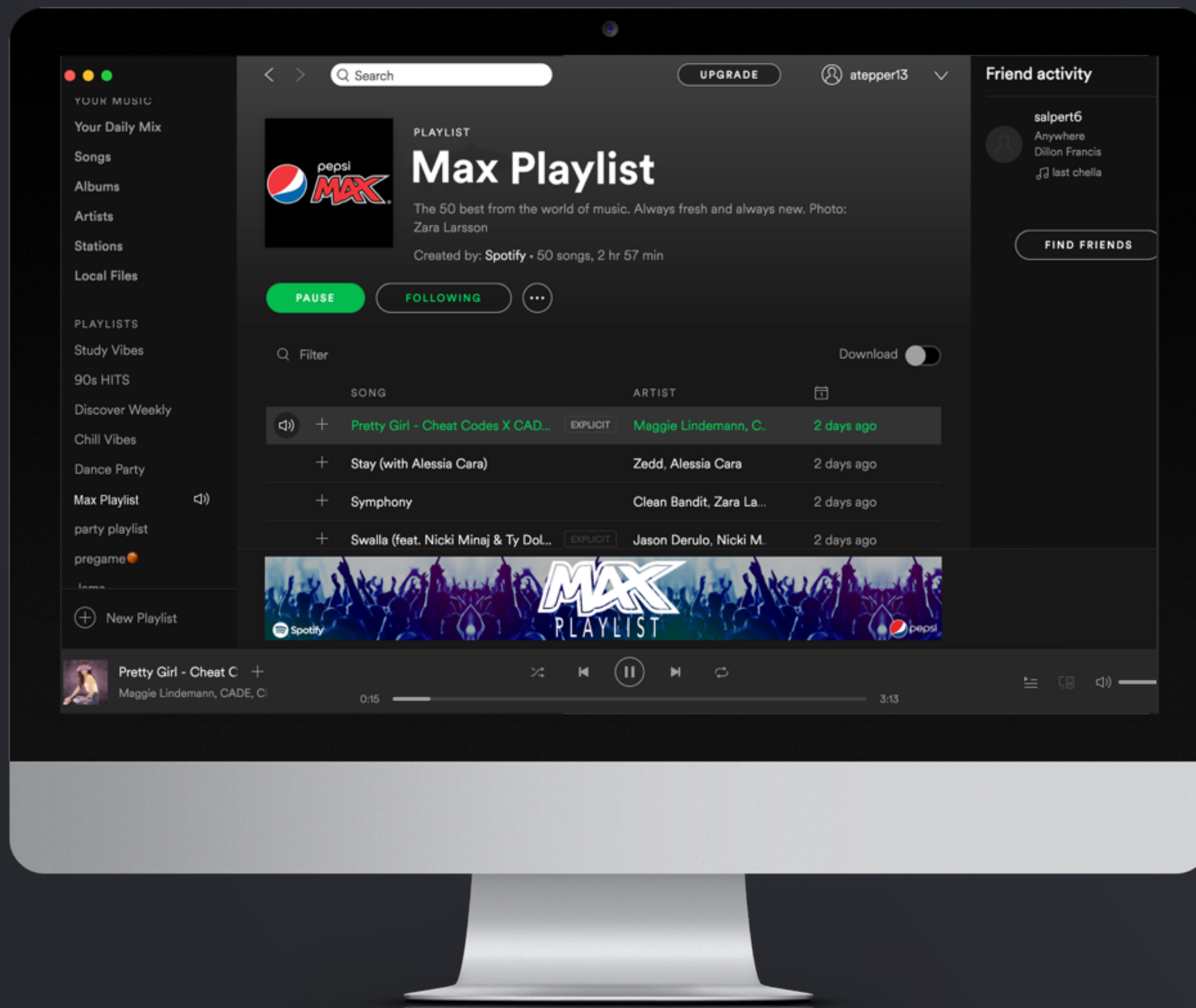
### **Spotify**

Ads on buses and in the tube  
Spotify Discover playlist



# Spotify Max Playlist

Compilation of songs popular within target audience. Chosen artist(s) for the concert will be featured on playlist





# Spotify Outdoor

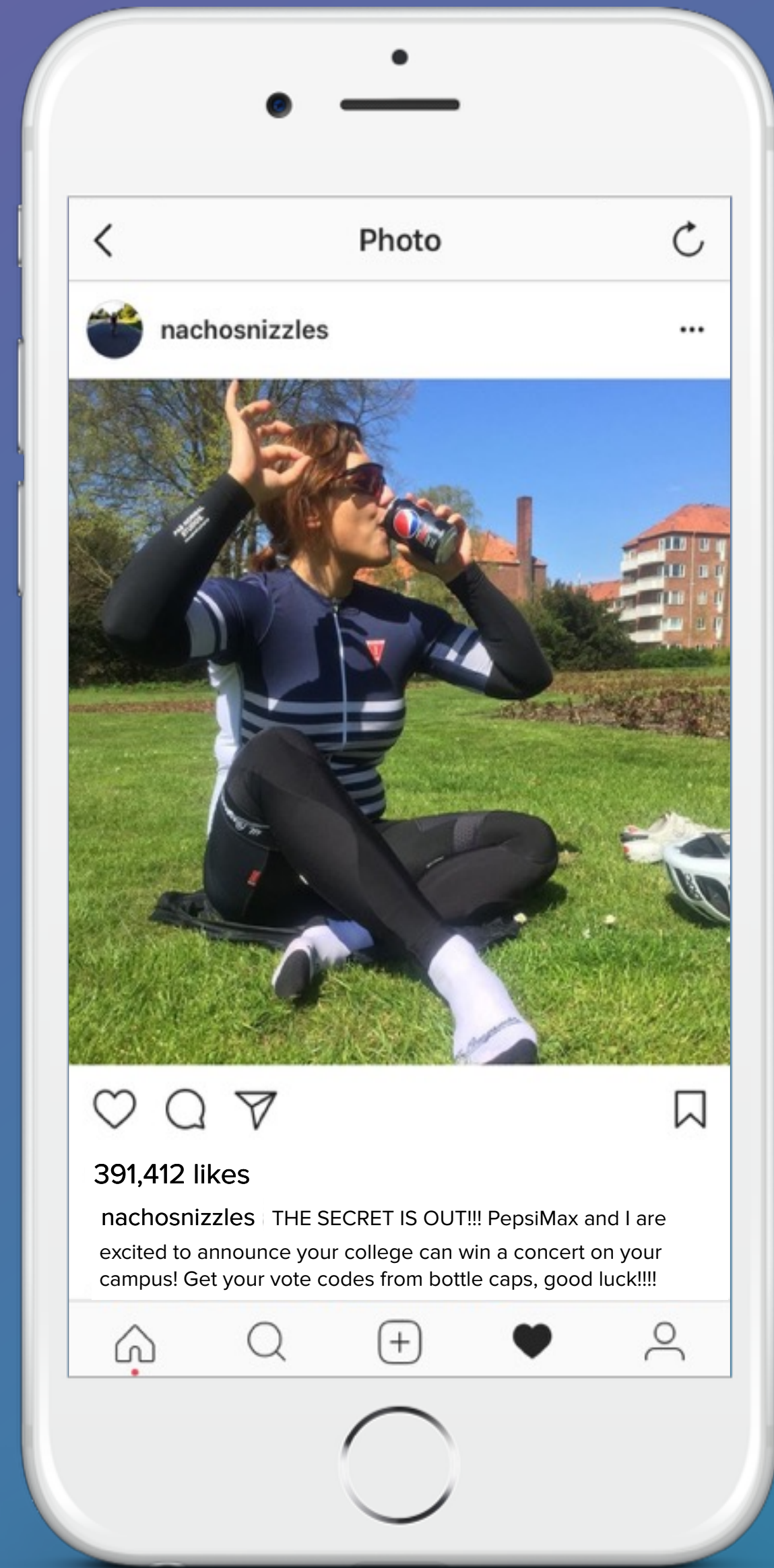




# Spotify Outdoor







## Instagram influencer

Instagram influencer(s) will announce on their social media accounts through shared and original posts of the contest to generate awareness among our target audience



# Phase 1

○○○

**Introduction**

# Phase 2

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**Contest**

# Phase 3

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**Concert**

# Phase 4

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**Measurables**

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# Contest

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Voting contest—buy PepsiMax bottles to vote with the code on the inside of bottle caps



## Uber

Uber code activated through email after code used to vote



## Artists

2 weeks regular voting, artist announcements, 1 week push sales/voting



## College Chosen

PepsiMax announces college winner via video on PepsiMax UK Facebook

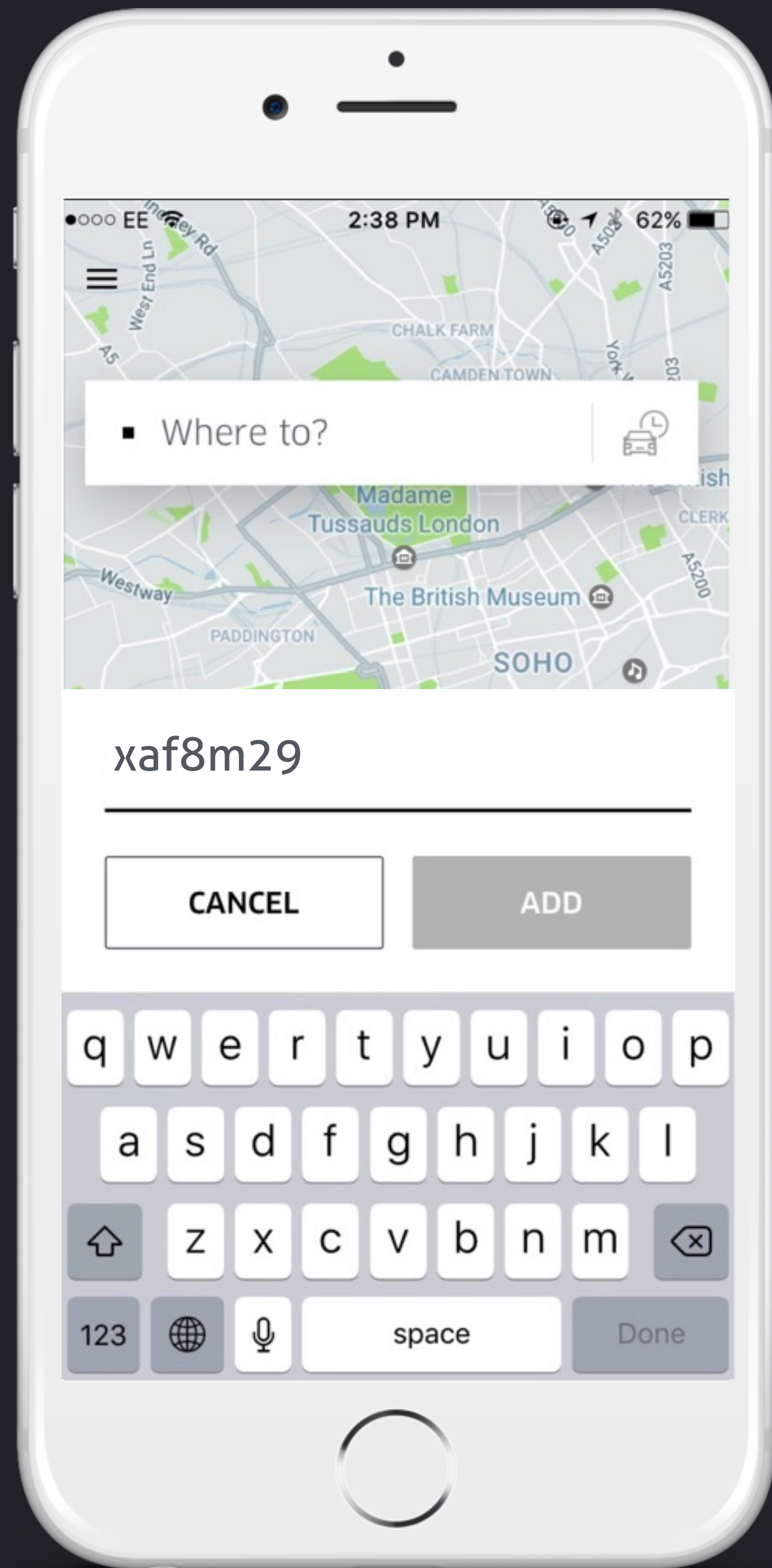


## Contest Bottle Labels

Distinct bottle wraps will differentiate contest bottles from regular. Also creates new partnership between Pepsi Max and Uber







## ... Uber Code

Codes from bottle caps will be activated via email after voting for respective colleges.

















# Phase 1

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**Introduction**

# Phase 2

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**Contest**

# Phase 3

ooo

**Concert**

# Phase 4

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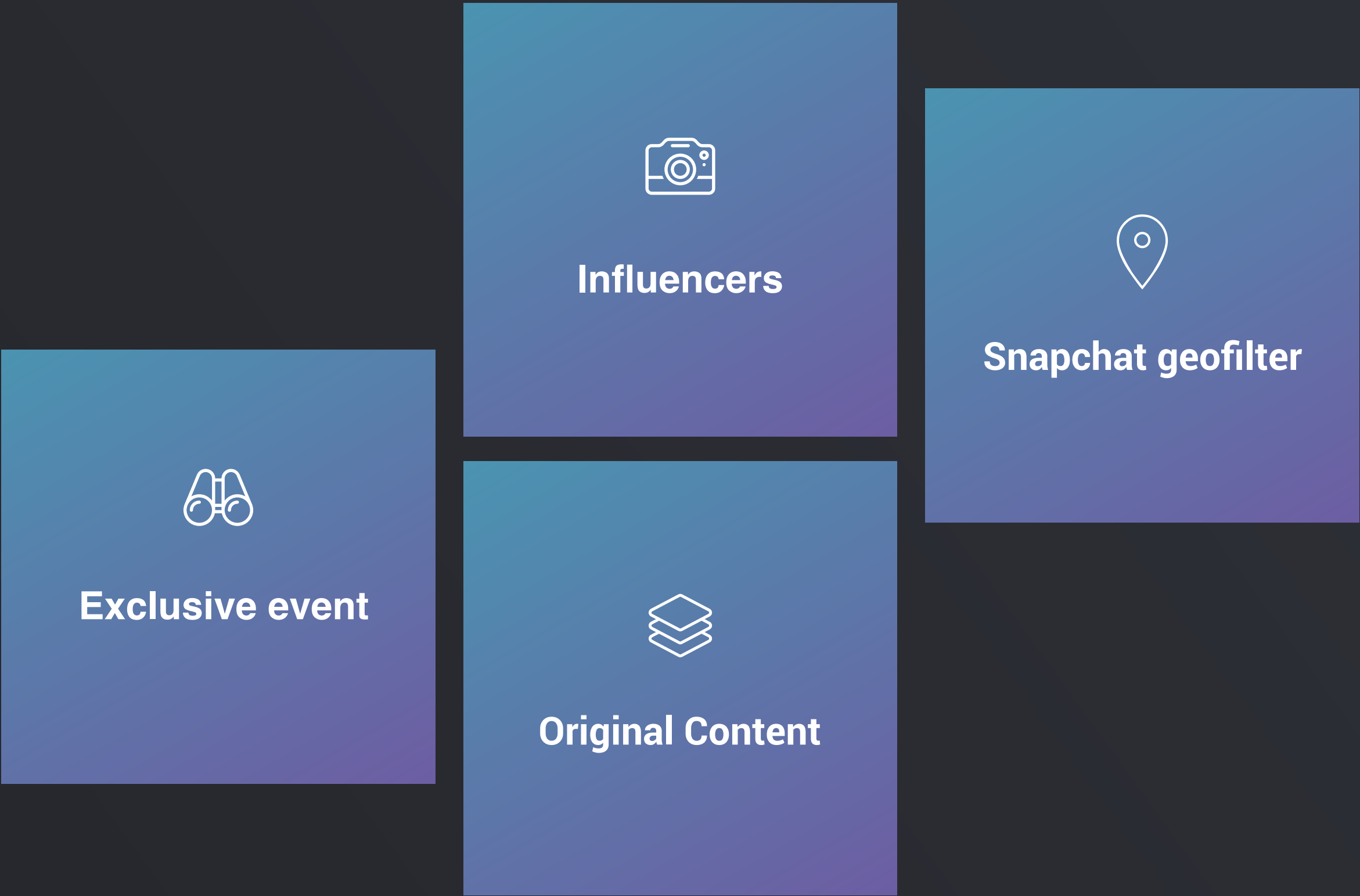
**Measurables**

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# ... The Pepsi Max Pre

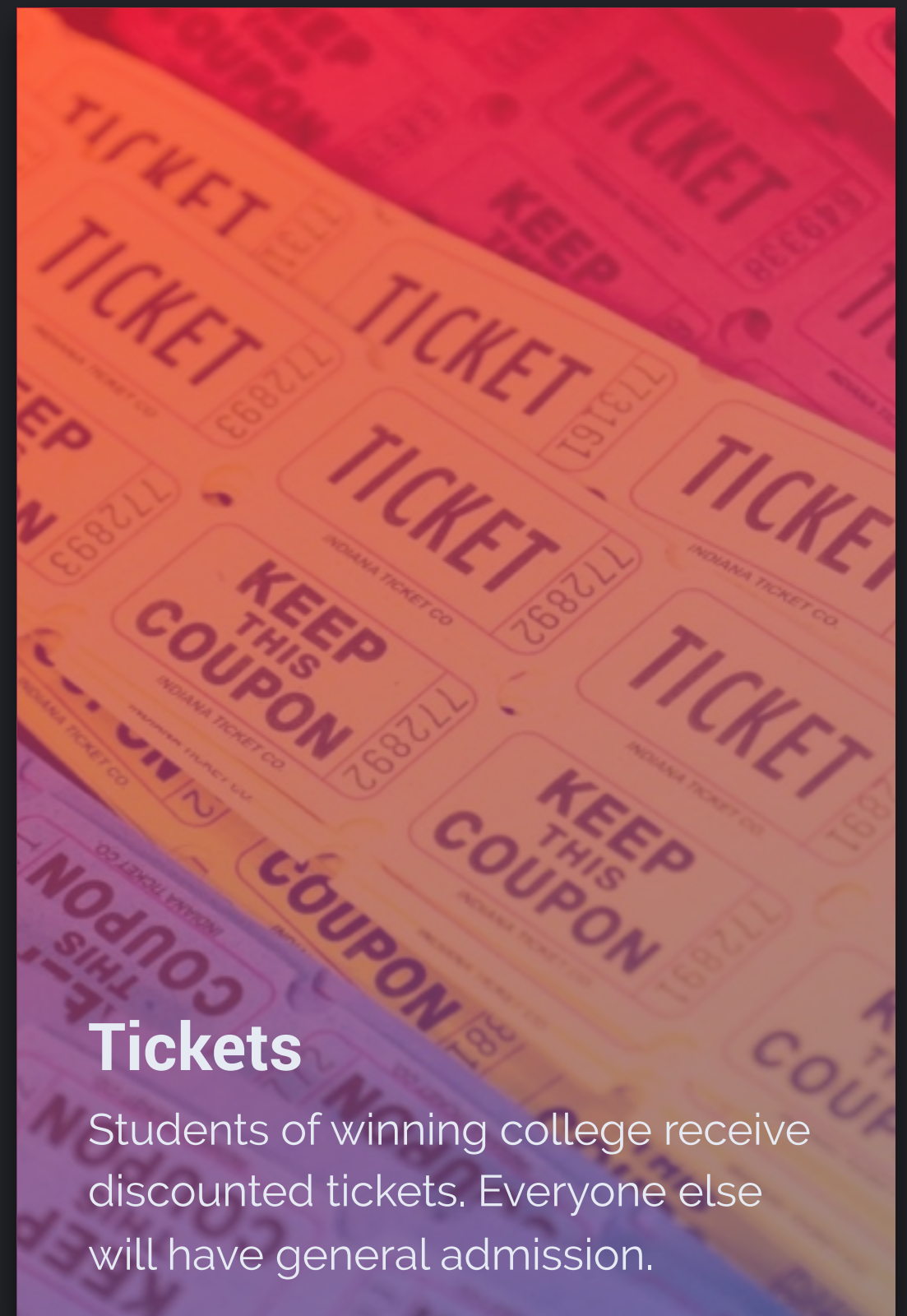
VIP event for students of winning college. Food trucks, vendors, Pepsi booths with drinks (milkshakes, spritzers, etc) will be present.



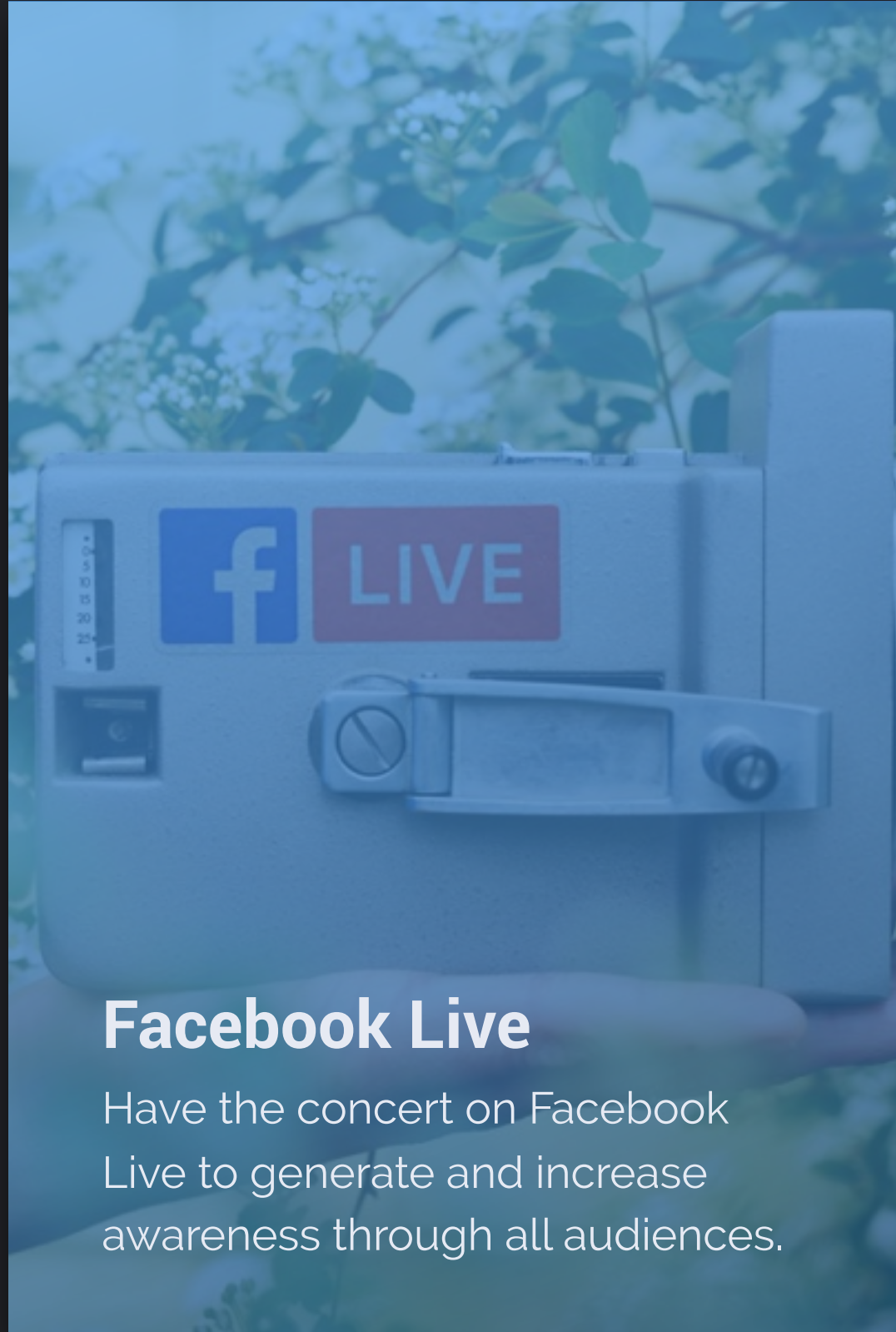




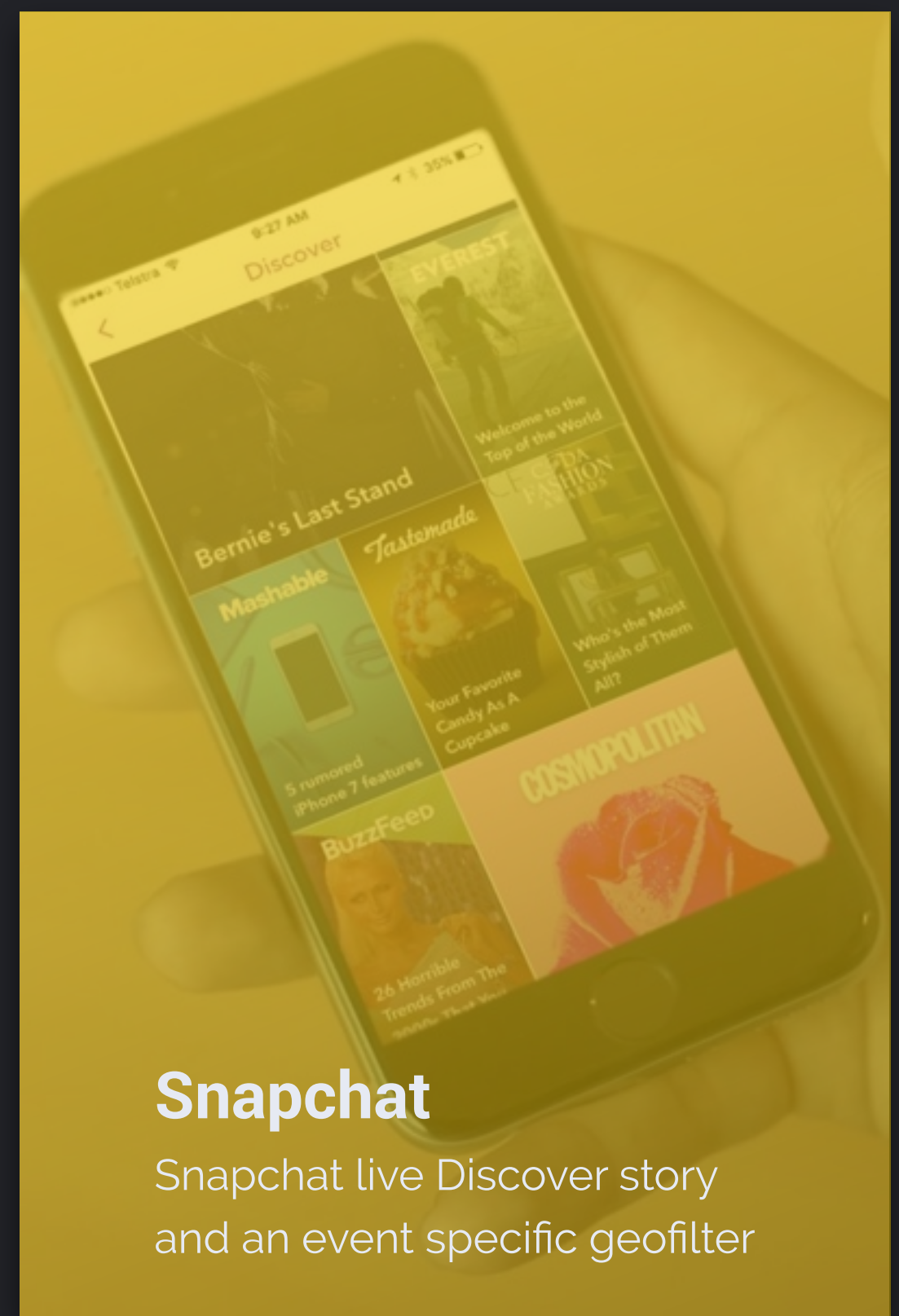
**VIP**  
Students of winning college receive early entry and VIP sections



**Tickets**  
Students of winning college receive discounted tickets. Everyone else will have general admission.



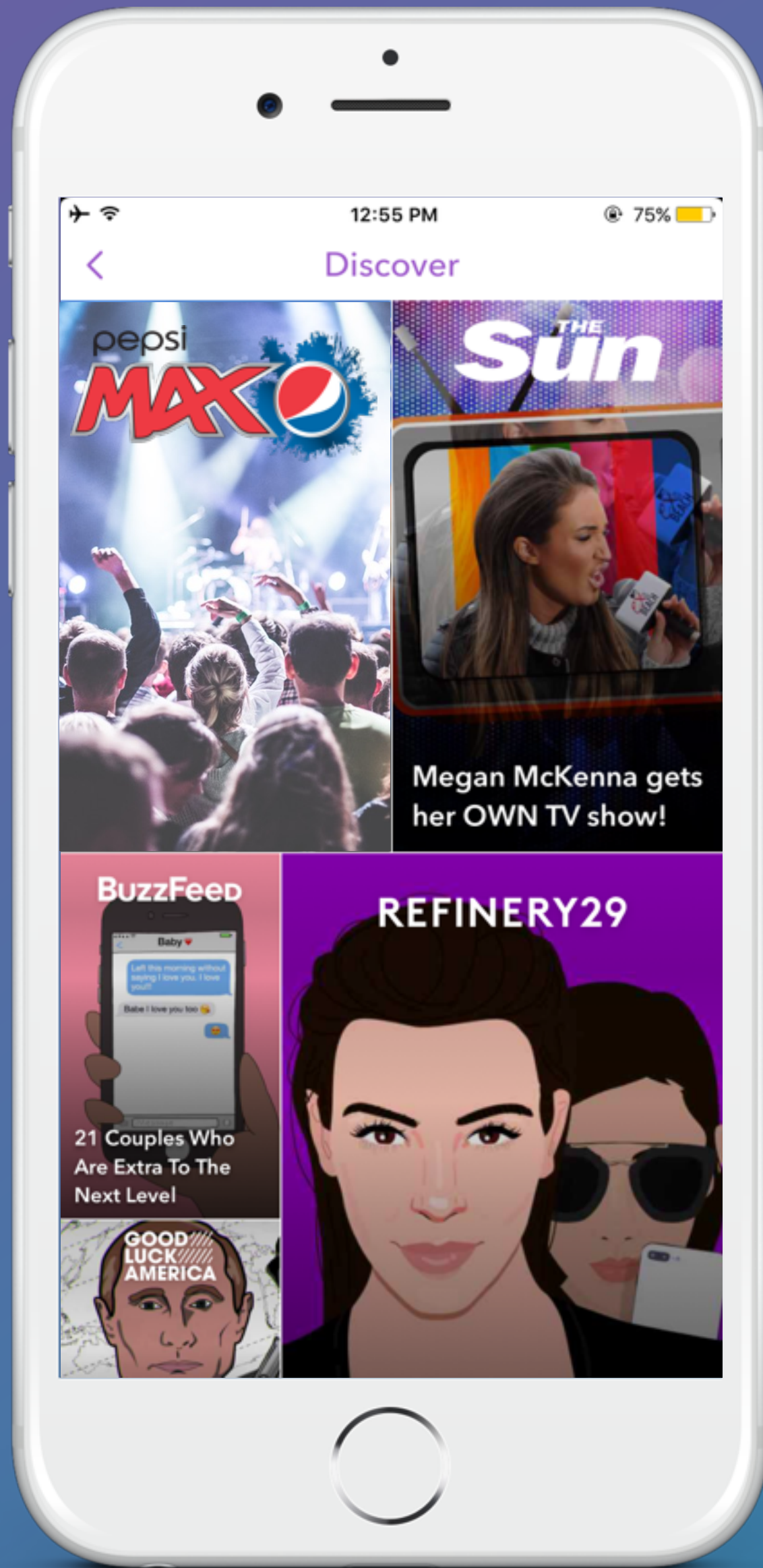
**Facebook Live**  
Have the concert on Facebook Live to generate and increase awareness through all audiences.



**Snapchat**  
Snapchat live Discover story and an event specific geofilter

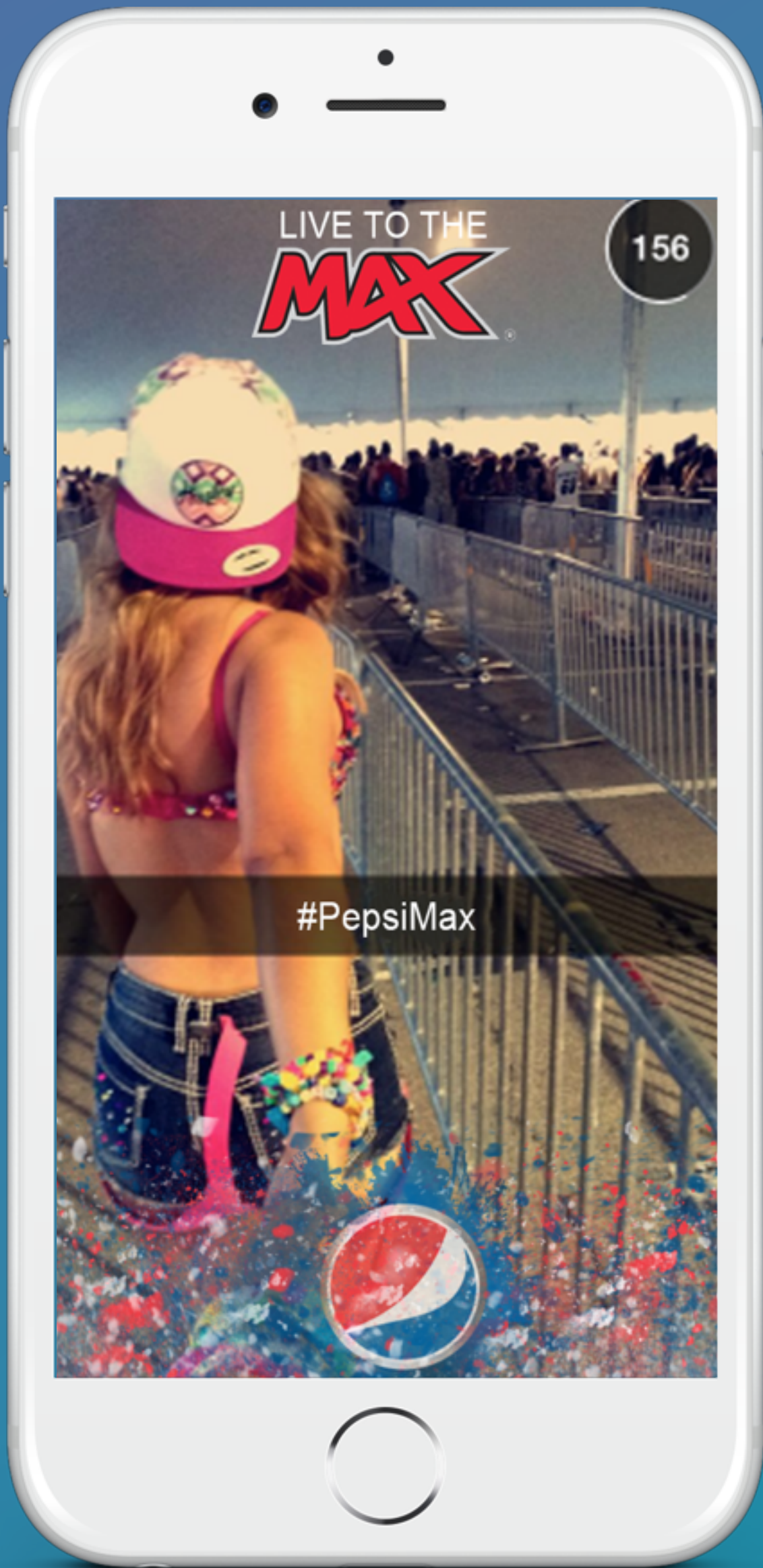
... **Concert**





# Snapchat

Discover vs. Geofilter





# Phase 1

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**Introduction**

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**Concert**

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**Measurables**





# Measureables

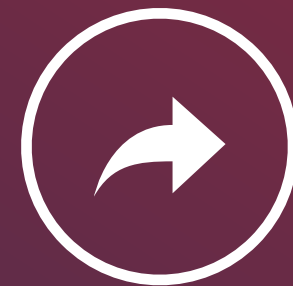
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Success of campaign



## HASHTAG

measure use of campaign hashtag



## SHARES

on various social media platforms



## ATTENDANCE

at VIP event and concert



## SALES

Bottles and ticket



## FOLLOWS

on Facebook and Spotify playlist



## GEOFILTER

uses of Snap geofilter for VIP event and concert



... **Budget**

£10,000,000





# Budget

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**Instagram**  
£600,000



**Snapchat**  
£900,000



**Spotify**  
£500,000



**Outdoor**  
£1,000,000



**Content**  
£2,000,000



**Influencer**  
£1,000,000



**Promoter**  
£1,000,000



**Artist(s)**  
£1,500,000



**Boundless**  
£750,000



**Technical**  
£75,000





**MAX**  
maximum taste • no sugar

**THANK YOU**  
BOUNDLESS

