

DELHI SPECIAL

ad of the week



WOW

RIDING HIGH on their concept of *Youngistaan*, the 2010 campaign of Pepsi celebrates, '*Youngistaan ka WOW*' which aims to highlight that fact that today's youth surprise the world with their new thoughts and smart acts. Featuring Ranbir Kapoor, the TVC presents

the same belief showcasing the actor as a confident '*Youngistaan-ni*'.

The spot revolves around Ranbir's chase for a Pepsi, and how he uses his mental smartness to get the last drink reserved for the President. Shot in Los Angeles, the commercial is an average creation. Despite taking dramatic liberties, the ad lacks the punch to stir an audience. The background score and frames however, have been well executed.

This new communication will be supported by a high decibel ATL, digital campaign, with new engagement modules both online and on-ground.