

MidDay - Centre Stage

An anthem for the youth



HAS it been a while since you heard a song you can relate to? One that speaks your language, lyrics that echo your identity, a song that you can claim is yours? A song that makes you go wow? In its latest campaign, Pepsi launches its first-of-its-kind Youngistaan anthem — Youngistaan ka WOW. Musical duo Vishal and Shekhar gave the anthem a catchy background score.

Created by the youngsters, the Youngistaan ka WOW anthem epitomises Pepsi's brand identity of youthfulness. Launched as a part of an extensive radio activation spread across 23 cities, Pepsi invited youngsters to share their thoughts through interesting words, descriptions and phrases on what Youngistaan ka WOW means to them. Says Vishal and Shekhar, "When Pepsi approached us with this unique proposition, we were thrilled. Creating the anthem in one day by weaving millions of thoughts in one song has been one of the most exhilarating experiences for us so far. The youngsters have done an incredible job."