

MidDay

CRICKET ALL THE WAY

In keeping with its idea of connecting with cricket and the youth, PepsiCo has come out with a new ad featuring MS Dhoni, Virender Sehwag, Ishant Sharma, Robin Uthappa and Praveen Kumar, playing cricket on boats. According to PepsiCo, the TVC and campaign line 'My Pepsi, My Way' provokes the young generation to tackle any situation smartly and effortlessly. The film showcases the winning attitude of some young fisher boys who beat the cricketers at their own game, in order to get their Pepsi. The ad is set in Kerala and has been directed by Praseon Pandey.