

News monitored for: Pepsi - Brands

afaqs! Reporter



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PEPSI

Changing Sides

The cola brand has **switched from cricket to football** in its latest TVC, created by JWT India.

By Shibani Gharat

Pepsi, a brand that has been associated with every ball, run, wicket and inning of cricket in India since it entered the country, has launched a new television commercial on football. The goal is to connect with the youth and their liking of the game. However, the brand claims that it stands by cricket, and everything is official about it this time!

The TVC created by JWT India brings alive Pepsi's youthful irreverence, where a young football enthusiast gives a fittingly cheeky reply to brand endorser Ranbir Kapoor, who questions his passion for football. The TVC ends with Kapoor displaying his football skills.

The TVC is directed by Shujaat Saudagar and produced by Ashit Ghelani of Boot Polish Films. The



music director is Clinton Cerejo.

CRICKET AND PEPSI

The cricketing season is about to begin with the Indian Premier League (IPL), which will be followed by the T20 World Cup. As a brand, Pepsi has had a long standing relationship with the game in India. From its famous ambush on

rival Coca-Cola during the 1996 World Cup ('There is Nothing Official About it' campaign) to the 2011 ICC World Cup's 'Change the game', Pepsi has stood rock solid with the game.

In fact, during World Cup 2011, Pepsi highlighted its association with

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the tournament through the campaign 'Change the game'. Later, the beverage company returned during the fourth season of IPL in 2011 with a new rendition of the campaign. Only this time, the idea was conceptualised by its other agency, JWT.

Deepika Warriar, executive director, marketing, PepsiCo Beverages India feels that football is gaining immense popularity in India. "Pepsi has always taken the lead in celebrating newer and emerging youth platforms; from cricket to movies to music, the brand has created memorable experiences for Youngistaan."

However, this will not stop Pepsi's association with cricket she adds.

Surjo Dutt, executive creative director, JWT India, too, defends the campaign and Pepsi's association with cricket. "However, Pepsi has always been on the lookout for other platforms to connect with young people. People love cricket. But they have also started liking football."

He says that the idea was to convey what the young are saying that *football bhi achha game hai*. "The brief was to create a cool, funky, classically Pepsi commercial talking about the youth's love for football. The youth have changed the game by loving another game," he adds.

FOOTBALL AND PEPSI

Globally, Pepsi has had some memorable TVCs on the game of football.

In April 2003, when football lovers were glued to the showdown between Manchester United and Real Madrid in Champions League quarter final, Pepsi produced a topical TVC, where Man Us ride into a Real-occupied desert town.

Another TVC from Pepsi featured Sumo wrestlers beating football's finest players at their own game, carrying away the ultimate prize - Pepsi.

"We anticipate that football will gain a lot of social currency in India in the coming years," says Atika Malik, senior VP and executive planning director, JWT India. Calling football the 'next big buzz in the life of the youth', she says that in India, Pepsi is merely reflecting the global approach of association with the game.

OLD GAME?

Earlier, a few brands have associated themselves with football in India. In 2010, for Asia Cup football, the Indian team's sponsor Panasonic used all its major brand ambassadors in a TVC including Gautam Gambhir and Virender Schwag, Baichung Bhutia, Mehrajuddin Wadoo, Steven Dias, N P Pradeep and Ranbir Kapoor. In the same year, Maruti Suzuki's TVC for the Swift had the vehicle playing the game. DNA, too, carried a campaign titled 'India Posi+ive 2022 World Cup.'

Nabankur Gupta, founder of Nobby Brand Architects, likes the change of the game for Pepsi. "It is clutter breaking and moving to another popular game is a smart move," he says. ■

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