

News monitored for: Pepsi - Corporate

Euphoria's Sen, Pepsi Staff to Make Anthem

Staff to sing it live; move aimed at driving employee engagement within the company, says co

Ratna.Bhushan@timesgroup.com

New Delhi: US beverage and snacks maker PepsiCo has roped in Palash Sen, lead singer of the band Euphoria, to compose a 'Pepsi anthem' with active participation of its employees who will sing it live.

"This could set a precedent for other things. We expect the anthem to go beyond the realm of employees," Sen told ET.

While he has created corporate anthems earlier, including one for Nasscom, Sen said this is the first time employees are being involved in creating the song. A PepsiCo spokesman said the move is aimed at driving employ-

ee engagement within the company. "The anthem harnesses the power of crowd sourcing, the target audience in this case being the employees," he said.

The 'anthem' will be released on social media and is expected to be taken forward as mobile phone ringtones for employees, trade partners and bottling partners. Then, a music video of the anthem is expected to be released in different languages on the beverage and snacks maker's own channel MTV Indies.

"We are geared to harness the positive viral impact this can create. The anthem will also be made into a music video and both will be made available through ringtones/video down-

loads and popularised across our social handles," the spokesman said.

PepsiCo hopes the move will evolve into a music connect for the brand and engage with more young consumers.

While rival Coca-Cola leverages Coke Studio as a music platform, PepsiCo had announced an annual global music partnership with Twitter two years back to leverage the deal as a marketing platform for its brands.

Popular singers PepsiCo has been associated with globally include pop diva Beyonce Knowles, Britney Spears and Priyanka Chopra with whom it struck an endorsement deal to coincide with her maiden album debut couple of years ago.

