go carting Win your way



PEPSI is set to launch the Pepsi 'What's Your Way?' campaign where 'Youngistaan' gives cool solutions to tricky day to day situations which often land them in a fix. The 'What's Your Way!' campaign, is a conversation between the youth and the cola brand in an environment where they are most comfortable. Youngistaanis have to compete for the cool quotient online, by testing their cheek and wit to solve for tricky situations presented to them. Pepsi will give the four coolest Youngistaanis (with the highest votes) a chance to appear on the Pepsi 'My Can', What's more, everyday one youngster gets a chance to become the 'Youngistaani of the Day' entitling them to a month's supply of free Pepsi and Rs 5,000 as SMS talk time. Participants can also win 'What's Your

Way'ringtones, and free talk time. Overall, Pepsi aims to give consumers more than Rs 20 lakh worth of free talk time. Commenting on the new initiative, Sandeep Singh Arora, Executive Vice President - Marketing, Cola, Pepsi has always been synonymous with youthfulness, a 'Can Do' attitude and 'Dare for More' spirit. With Pepsi's newest campaign 'What's Your Way', Pepsi aims to

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Your Way', Pepsi aims to
take engagement a notch higher by starting a dialogue with youngsters, thereby becoming a part of
their conversations."