

THE ASIAN AGE

ad of the week



'My Pepsi, My Way'!

PEPSI'S NEW TV commercial featuring five popular cricketers — MS Dhoni, Virender Sehwag, Ishant Sharma, Robin Uthappa and Praveen Kumar further builds on its 'Youngistaan' campaign reiterating its connect with the youth and the game of cricket. Set in the beautiful backwaters of Kerala, the spot revolves around a bunch of fisherboys challenging the cricketers at their own game after seeing a boat full of Pepsi cans. The ad attempts to present the mental smartness of the young fisherboys and their cool, winning attitude — an insight true of all youngsters today. Humorous and well executed, the TVC does empower certain beliefs, however, one hopes that it doesn't reflect badly on our cricketers especially in the light of their current dismal performance.