

News monitored for: Pepsi - Corporate

'No viewing, only doing'

Vipul Prakash, VP and Chief Marketing Officer, PepsiCo India

CMO Corner

The brand's, and hence the marketer's, relationship with their consumers is constantly evolving. Consumers have gone from being receivers of brand messages to being participators to now being co-creators, in fact, co-marketers. They design their own products and even communication by choosing to share and spread good or bad word about your brand. In the "opt in" world, consumers can choose when, where and which message they want to listen to. Brands have to become a life interest, part of their passion points, a belief. Brands are no more just products but active verbs. We have to help consumers live the philosophy that we propagate - every brand touch point has to become an "opportunity" for the consumer to "do" something that affects the way he or she thinks and lives. As someone said, the consumer is today a co-marketer, recruit her, before someone else does!



Vipul Prakash

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