

News monitored for: Pepsi - Brands

afaqs! Reporter

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SLICE

The billboard showcases Katrina Kaif inside a slice bottle with a message that reads '*Slice piyo, Number lagao, Katrina ko bahar le jao*'. It is based on the campaign concept in which one has to dial the number under the crown and the winner can take out the actress.

Agency: Portland Outdoor, unit of Kinetic

Exposure: Delhi, Chennai, Mumbai, Ahmedabad, Gurgaon, Pune, Lucknow, Agra, Kanpur, Chandigarh.



MULTI COMMODITIES EXCHANGE OF INDIA

It was an Initial Public Offering (IPO) campaign with a communication 'India's No 1 & World's No 5' commodity futures exchange. The strategy was to target corporate, using media services at key congregation points.

Agency: Brandscope India

Exposure: Ahmedabad, Baroda, Rajkot, Bhavnagar, Delhi, Jaipur, Kolkata, Pune, Indore, Hyderabad, Surat.