

News monitored for: Pepsi - Brands

Campaign India

Pepsi changes the game again; returns to cricket ahead of T20 World Cup



MS Dhoni, Raina and Kohli feature alongside Ranbir Kapoor in Pepsi's TVC, created for the T20 World Cup.

Homi Battiwalla, senior director, marketing (colas, juices and hydration), PepsiCo India, said, "Pepsi is strongly associated with cricket in India and we are delighted to be one of the global

sponsors of ICC World Twenty20 2012 Sri Lanka. Our 'Change the Game' campaign last year celebrated everything unorthodox about the way the sport is played; this year, we take forward the same philosophy and extend it to the millions of cricket fans in our country. In true Pepsi style, the

campaign is irreverent and the Indian cricket fans, led by Ranbir Kapoor show how they 'Change the Game' off-field".

Pepsi has also announced a Facebook contest through which fans can win passes to matches. A smart phone application is also being planned.