

News monitored for: Pepsi - Brands

Pepsi invites consumers to make ads for IPL

OUR BUREAU

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Bringing its global initiative "The Pepsi Challenge" to the country, PepsiCo India is launching its biggest social-ly-led, content-driven brand engagement programme "Crash the Pepsi IPL" during the next IPL, starting April 8.

The company is inviting consumers to make a 30-second Pepsi ad and the winning entries will be aired during the IPL.

Ruchira Jaitly, Senior Director Marketing-Social Beverages, PepsiCo India said, "In line with our global initiative, India will be the first country to roll out the creative challenge — Crash the Pepsi IPL. We are now putting the customer in the centre and giving them an opportunity to co-create the Pepsi culture."

She said this was significant as the company is "handing over the control of the

brand to the consumers." The company will launch several such brand engagement initiatives including some global ones during the year in India.

Consumers will need to make a 30-second ad for Pepsi, upload it on YouTube and submit the link to crashthepepsiip.com.

The company will also be providing tools on the site, to make this challenge accessible to more people.

The finalists will be judged by a jury consisting of eminent personalities and the ads will be aired on the weekends during the IPL matches.

Each finalist's entry will win a cash prize of ₹1 lakh, get VIP access, and other benefits at the Pepsi IPL 8. Jaitly said, "It's a risk but today, consumers want to have a greater say and greater engagement with brands."