

MidDay - HITLIST

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### Pepsi repositions itself

**YOUNG** India is impatient and wants to do things 'right now'. This is the pulse of the nation is captured by Pepsi as it repositions the brand with 'Oh Yes Abhi'. The new commercial that went on-air on February 1 creates a spectacular viewing experience for consumers, portraying Ranbir Kapoor, Mahendra Singh Dhoni and Priyanka Chopra in their moments of impatience. The TVC brings alive Pepsi's youthful irreverence with the Oh Yes Abhi! moments of the Pepsi brand ambassadors.

The 'Oh Yes Abhi' fever will spread through extensive above-the-line communication, radio activation, on-ground amplification and an outdoor campaign amongst other initiatives.