

News monitored for: Pepsi - Corporate

Pepsi's new ad campaign to target young India

Our Bureau

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Just before the big summer season battle begins for the soft drink majors, PepsiCo India is set to launch a refreshed campaign starring Priyanka Chopra, M.S. Dhoni and Ranbir Kapoor. The company said the campaign aims at offering a new brand positioning for Pepsi.

The campaign is slated to go on air on February 1 with an ad-film. This will be followed by radio activation, on-ground amplification and an outdoor campaign besides other initiatives throughout the year. The campaign sports a new tagline 'Oh Yes Abhi'.

Deepika Warriar, Vice-President Marketing-Beverage, PepsiCo India, said that young India is impatient and believes in making the most of the moment and wants results "right now" and the new campaign is synonymous with such sentiments that young India believes in.

She said the campaign was conceived about six months ago and the reason behind the brand's association with IPL was what it stood for in terms of giving a platform to younger



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players as well as sourcing of talent from the grassroots, which also made IPL as a key 'Oh Yes Abhi' platform.

The brand, for instance, will be running a contest in which two winners will get insider access to the IPL auction. These two winners will get to attend the auction and blog and tweet about it.

The creative agency for the 90-second TVC is JWT, with Surjo Dutt as the executive creative director, while music has been given by Dhruv Ghanekar and lyrics by Amitabh Bhattacharya.

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