

News monitored for: Pepsi - Brands

PepsiCo launches new Slice campaign

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PepsiCo has launched a new brand campaign for its mango fruit drink, Slice. The campaign features Bollywood actor Katrina Kaif, and also marks the launch of Slice in a new PET pack in multiple sizes. The campaign is set to “engage its existing and new consumers with the ‘Slice Taste Challenge’, the company said. Homi Battiwalla, category Director - Colas, Hydration and mango-based Beverages, PepsiCo India, said: “Our campaigns have always highlighted the pure mango pleasure promise of Slice in an aesthetic, sensuous and appealing manner. However, for the first time, we are talking about Slice as the most delicious mango drink.” The on-air campaign will be supported by online and on-ground activation, including consumer tasting, the company said. — **Our Bureau**