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PepsiCo refines digital marketing learning for India

PRESS TRUST OF INDIA

Gurgaon

LEARNING from mistakes made globally in digital marketing, food and beverage major PepsiCo is adopting innovative methods in India to tap the potential of the social media for building brand equity and increase sales.

"India is a unique place and market. There have been a lot of mistakes made around the world in terms of digital marketing. India does not have to make the same mistakes," PepsiCo Beverages (global head - digital) Shiv Singh said at the Ad Tech summit on digital marketing here.

Asked how differently the company will be approaching the Indian market when it comes to tapping the potential of the digital media, he said: "We should not look at digital medium strictly from the lens of advertising spends, but approach it in an innovative manner."

Citing the example of how the firm used Facebook during the cricket World Cup last year, he said: "Pepsi's Facebook campaign was the most recognised brands during the event. We also got an award from Facebook on that. So we are using social media in a big way here

"WE use digital media both for brand building and generating sales"

Shiv Singh

Global Head - Digital, PepsiCo

for building brand equity."

It is extremely important for brands to have a direct relationship with their consumers and not simply outsource it to an agency alone, he added. "Digital media should be used for real time marketing and we use this medium both for brand building and generating sales," he said.

Singh said PepsiCo uses multiple agencies to handle digital media account for different brands and products in India. Elaborating the potential of the digital media for marketing, he said: "Within the digital domain, mobile marketing is going to play a very big role and will become extremely bigger than the conventional web."