

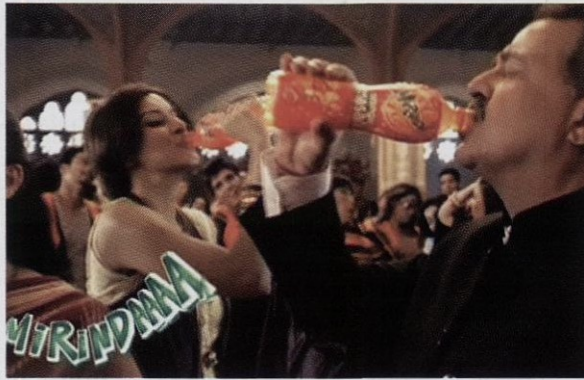
News monitored for: Pepsi - Corporate

Campaign India

PepsiCo to launch two Mirinda flavours

Mirinda will launch two new flavours, Mirinda Orange Mango and Masala on 10 February 2012.

Ruchira Jaitley, EVP – marketing, beverages (flavours), PepsiCo, said, “In the past, we have innovated with fruit flavours like Mirinda Apple and Strawberry; the new flavours had a very local development for the Indian palate. We did a lot of work in terms of talking to consumers, finding out flavour ideas,



A screen grab from the new Mirinda commercial

developing them and testing these ideas in sensory research to come back with what we think are going to be the most ‘unputdownable’ experiences, that build the core brand equity as well.”

On the campaign created by JWT, Jaitley said, “The communication around the core premise of ‘Pagalpanti’, is that the flavours are so tasty that you can’t put them down, and that’s what leaves you completely breathless.”