

News monitored for: Pepsi - Corporate

PepsiCo's New Ad Campaign, *Oh Yes Abhi*, Begins Feb 1

Ranbir, Priyanka and Dhoni to be seen together in new ads

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Beverage maker PepsiCo on Tuesday announced a new theme and tagline for its flagship brand - Pepsi - called 'Oh yes abhi', which brings together three of its most well-known faces together. The series of new campaigns has actors Ranbir Kapoor, Priyanka Chopra and Indian cricket captain MS Dhoni featured together in what the company says are 'moments of impatience'. The new theme replaces 'change the game', which PepsiCo had been using for two years. The multi-media campaign will go live February 1 across media.

Deepika Warrier, marketing VP, beverages, said: "The new theme captures what consumers want... they are impatient and live for the present." She said the campaign will be taken across various media, including social media Facebook and Twitter. The campaign has been created by ad agency JWT.

Warrier declined to mention the spends on the new ad campaign, but said it was among the beverage maker's biggest, adding that the theme would be scaled up to various consumer engagement platforms. The same ad theme will be carried forward to the IPL T20 tournament -



of which PepsiCo is the title sponsor for five seasons starting this year. PepsiCo had won the rights of the lucrative cricket tournament for ₹396.8 crore or ₹80 crore a year. The title sponsor gets access to a series of brand and marketing benefits, and PepsiCo is looking to maximise its association with the tournament. The short-format tournament, held in the months of April-May, coincides with peak summer season when beverage companies spend the biggest chunk of their annual marketing budgets.