

Pepsi Launches its first mega campaign on football in India

Pepsi features Bollywood star & Avid footballer Ranbir Kapoor

Guwahati, February 29 : After celebrating the new, unorthodox and immensely popular face of modern cricket with its path-breaking campaign, Change The Game, Pepsi has announced its association with another popular sport - Football in India. Known for its commitment to youth passions like cricket, movies and music, Pepsi is launching its first football campaign in the country.

The campaign kick-starts with a football themed ad film featuring youth icon and avid footballer, Ranbir Kapoor and will be followed by a series of initiatives over the year. Irreverent and youthful, the film brings alive the fun associated with foot-

ball in true Pepsi style. The campaign will be supported by a 360-degree approach including out-

door, consumer engagement and social media programmes.

Deepika Warrier, Executive Director - Marketing, PepsiCo Beverages, India said, "Pepsi has always taken the lead in celebrating newer and emerging youth platforms; from cricket to movies to music, the brand has successfully created memorable campaigns and experiences for Youngistaan. Football is gaining immense popularity in India and being a true youth soul-mate, Pepsi is proud to be associated with the sport".

"With an exciting line-up of cricketing events including IPL, ICC World Twenty20 and a host of thrilling football initiatives, Pepsi promises an action-filled, fun year ahead", she

added. The TVC brings alive Pepsi's youthful irreverence, where a young football enthusiast gives a fittingly cheeky reply to Ranbir, who questions his passion for football. The TVC ends with a delightful take of Ranbir displaying his football skills, with hilarious results.

Speaking about the campaign, Ranbir Kapoor said, "Football is life for me and if not an actor I would have loved to be a footballer. It teaches one team work, determination and discipline apart from being such an exciting sport. I am thrilled that Pepsi is bringing the joy of football to India and am delighted to be a part of this campaign."

