

News monitored for: Pepsi - Brands



## Pepsi MAX: Lots of fizz

**P**epsi Max is in India. And for a change, the marketer has put out a nice commercial to promote it. Of late, Pepsi's advertising has been consistently going down the tube... recall those juvenile Sanjay Dutt adverts?

'Maximum Kick, No Sugar', is the positioning. The commercial features an interview setting. As a long line of prospective candidates await their turn outside the room, one chap is called in. And he behaves atrociously right through the 'interview'. Pretending to be tormented by the interviewer. He makes noises, bangs against walls, rips apart his clothes, etc, all to indicate serious torture. And as expected, all the candidates waiting outside flee the place. Except one, who naturally gets

selected by default. We later discover it was his own buddy who had created all the ruckus so that the candidate could get selected minus any competition.

Good idea, and the commercial is executed well. With a lot of fizz and energy,

CLIENT  
**PEPSICO**  
AGENCY  
**JWT, DELHI**  
TEAM  
**MITRA KARNIK - CD**

youngsters will love it.

Welcome back, Pepsi. All's forgiven! Hope you've learnt your lessons, and we'll get to watch more such peppy, high octane advertising again from your stable. It's been a long time.

