

News monitored for: Pepsi - Brands

## Pitch



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## “Youth in India are extremely optimistic”

### Is there a change in consumer behaviour of youth lately?

Youth in India today are extremely optimistic and have a positive view of life and challenges. Consumers are increasingly seeking novel and exciting experiences.

### What are the other platforms besides digital media that you are using?

With the first edition of the Mountain Dew Xtreme Tour in India, our primary

objective was to drive increased consumer engagement by making them experience and witness action sports at a never-before scale in cities across the country. Consumer workshops were organized across metros and smaller cities in addition to bike mobs in various colleges.

For 7UP, apart from the digital activation like TweetATHon, which trended globally, clearly touched a nerve resonating with youth.

### How do you see the youth in smaller towns and rural vis-à-vis in metro?

The youth across the metros and smaller towns are the major driving force for brands like Mountain Dew and 7UP.

Our campaigns have always spoken to the larger psychographic – and here we find underlying themes that are common across all strata, whether its experiencing new adventures on Dew, or addressing the challenges to come out ahead with Uptimism on 7UP.

Interestingly, our 7UP Dance For Me activity went across 21 cities in Tamil Nadu, Karnataka, Andhra Pradesh and Kerala in order to connect with a larger consumer base, with teams participating from towns like Guntur, Warangal, Trichy, Vellore and finally the winning team coming from Mangalore. ■

As told to **Pallavi Srivastava**  
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