

Pepsi launches new 'What's Your Way!' campaign for 'Youngistaan'



Pune(Voice News Service):- what is so different about this campaign?

It's all about connecting with Youth in their own space. Whether it is engaging with the 30 million youth on the internet, co-creating with the 6-odd million youngsters on social networking sites, or connecting with 250 million youth on their mobiles,

the 'What's Your Way!' campaign, is a conversation between the Youth & Pepsi in an environment where they are most comfortable.

Commenting on Pepsi's new initiative, Mr. Sandeep Singh Arora, Executive Vice President - Marketing, Cola, PepsiCo India said, "Pepsi has always been synonymous with youthfulness, a 'Can Do' attitude and 'Dare for More' spirit. With Pepsi's newest campaign-'What's Your Way',

Pepsi aims to take engagement a notch higher by starting a dialogue with youngsters, thereby becoming a part of their conversations."