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Pepsi walks the youth 'way'

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MUMBAF Taking its 'Youngistaan' advertising theme forward, Pepsi, which is currently showcasing its new ad campaign, straplined "My Pepsi, My Way" on television — the cricket match on boats between Mahendra Singh Dhoni's team and young local fishermen — is already stepping into its next initiative to engage the Indian youth. In a promotional contest, Pepsi's asking youth, "What's Your Way!".

The 'Youngistaan' theme has progressed from establishing Pepsi's relationship with the youth (the Ranbir Kapoor and Deepika Padukone ads), to creating a broad, individualistic expression for them ("My Way", pre-fixed with "My Pepsi") to now passing the initiative on to the youth ("What's Your Way!") while being a part of that life and attitude.

Pepsi's brand ambassador Ranbir Kapoor says, "With 'What's Your Way!', Pepsi brings alive relatable situations which each one of us are familiar with and challenges us to gives the most whacky and cool responses."

Sandeep Singh Arora, executive vice president — marketing, cola — PepsiCo India, explains, "We're hoping to create a loop that goes beyond the contest where, over time, we can generate more situations directly from young consumers, carried as posers by them." What Pepsi can do with those posers is still to be figured out.

Here, social networking sites Orkut, Facebook and Twitter, would be expected to play an active role. The contest is anyway encouraging contestants to gather votes by placing their contest solutions on their social network profiles.

Arora says this initiative is bigger than a one-off promotion. "We want Pepsi to be a part of the youth conversation, to have a two-way dialogue with them." On an ongoing basis, he adds, with more such initiatives taking the effort forward.

So the brand's engagement with India's youth, through the 'Youngistaan' theme, is being reinforced by placing it in the youth's territory, gathering its connects from there.



Page 1/1