

News monitored for: Pepsi - Corporate

THE KOLKATA AGE

AD OF THE WEEK

BREAKFAST SHALL WIN



The new TVC of Tropicana from PepsiCo talks about the relevance of breakfast bringing out the futility of a duel between breakfast and our other daily priorities in an innovative and dramatic way. The spot captures different breakfast disruptions like important calls from the office, a little more sleep and so on. It showcases morning breakfast battles including the egg versus the mobile phone and the *dosa* versus the pillow, to highlight this point. The pillow, which stands for extra sleep overpowers the *dosa*, and a call from the boss takes priority over the egg. At the end, the film conveys the message that Tropicana with its 9 fruit nutrients helps overcome the nutrition gap.