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Pepsi to connect with youth thru online media

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Soft drink major Pepsi said it will utilise the medium of popular social networking sites such as Facebook to connect with the youth as part of its new promotion campaign.

The company said through the new campaign 'What's your way' it would communicate to the youth through online and other digital media.

"With the new campaign, we are reinforcing the idea

and proposition of our 'Youngistan' campaign. We are changing the rules of engagement, it would be more of dialogue with the youth," the PepsiCo India Executive Vice-President (Marketing) Cola, Mr Sandeep Singh Arora, told PTI.

Mr Arora said the company aims to leverage all platforms, including social networking sites, through the new campaign that would be launched in 10-15 major cities.