



brand ambassadors for **campus** hiring

Creating the desired employer brand and getting the right brand ambassadors to talk about it in an ongoing basis is a journey.

The role of brand ambassadors is critical in making a brand attractive. It goes a long way in ensuring that the brand resonates in the mind of consumers and represents the targeted image of a particular product. We at PepsiCo have always believed in getting the right brand ambassadors that not only represent, but also, take our brand to the next level. Be it our consumer brands or our employer brand, we consider the choice of the right brand ambassador as an important one. Therefore the focus on building an attractive 'Employer Value Proposition' that is endorsed by the right brand ambassadors becomes a competitive advantage in our organisations overall success.

No matter how hard an organization tries, it is difficult to clearly separate its consumer brands from the employer brand. PepsiCo's muscular brands ranging from snacks to beverages all connect to and are symbolic of the next generation youth. This spirit of youth trickles into our very soul as an organisation, where inherently, we are a fun organization that promises 'infinite possibilities'. Our belief in the potential of 'youngistaan' also reflects in all our talent acquisition strategies, wherein our Future Leader Program (Management trainee program) is centred around catching leaders young and giving them the right exposures to realize their potential early on. Feeding the talent pipeline through Campus recruitment constitutes a core part of our talent acquisition strategy.

Our attempt at PepsiCo has always been to engage with campuses in a holistic manner and be a part of their learning journey in its entirety. While our products have a special place in everyone's life, including the students who we target, it is our prerogative to introduce to them PepsiCo, the