

News monitored for: Pepsi - Corporate

## Business Standard - Section II

### NOW, BREAKFAST CLUB FROM TROPICANA

Tropicana 100%, the juice brand from PepsiCo, has launched a new campaign —'Now Breakfast Shall Win'. The new campaign metaphorically depicts everyday battles between breakfast and the interruptions that lead to a rushed morning. Tropicana is also launching 'Tropicana Breakfast Club' on Facebook and Twitter where users can garner points on each activity. These points can then be redeemed for Tropicana products; breakfast parties in five-star hotels across the four metros; and a chance to win a grand prize to visit an international destination for a breakfast holiday. Commenting on the campaign, Saurabh Saksena, Executive Business Director, JWT, says, "This year's communication big idea was to represent the futility of a duel between breakfast and other such priorities in an innovative and dramatic way."

