

News monitored for: Pepsi - Brands

afaqs! Reporter



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PEPSI

Instant Gratification

Pepsi rides piggyback on KBC's popularity, and youngsters' get-rich-quick desire, to push its sales during the festive season. By Shibani Gharat

Everyone dreams of becoming a crorepati. As soon as there is an announcement of a new season of Kaun Banega Crorepati (KBC), millions of fingers tap the phone keys to send a message and get a chance to sit on that rewarding hot seat. Sadly, there are very few who can even get that far.

But PepsiCo wants to make the process a tad easier for you. The company has launched an initiative that gives consumers a chance to win as much as the grand KBC prize.

THE DRILL

A prospective contestant has to purchase a large KBC special Pepsi bottle; look behind the



Arora: Shortcuts

on Sony TV. Besides this, every day, three individuals can win a gold coin each, while twelve others stand to win silver coins.

This entire activity is supported by a promotional campaign. The first promotion in the series was a TVC launched on Sony. Featuring the father-son duo of Ranbir and Rishi Kapoor, the TVC was unveiled on September 15, 2011, when Ranbir Kapoor visited the KBC sets. The TVC revealed the 'Pepsi Ek Crore Ka Shortcut'.

Directed by Ayan Mukherjee, the ad features the junior Kapoor as a laidback youngster who is constantly harangued by his father about his inability to become successful in life. Rishi Kapoor plays a concerned father who wants his son to work harder in order to become a crorepati. His son, however, has learnt of a shortcut to earn the huge sum.

The creative director for the campaign is Surjo Dutt, associate vice-president and senior creative director, JWT, Pepsi's agency of record.

Speaking about the campaign, Dutt tells afaqs!, "The campaign connects with the youth. Youngsters do not want to take the longer route to success and have limited patience. They want shortcuts, and PepsiCo offers them one."

Drawing an analogy from the 'Change the Game' campaign of Pepsi, Dutt says, "Pepsi changes the game each time. This time, the brand gives a chance to win a crore of rupees, sitting at home, and changes 'the Crorepati game' for you, once again." Giving insights on the campaign, Sandeep Singh Arora, executive vice-president, marketing, PepsiCo India, says, "It is almost impossible to get on the show. It is a long process. But, Pepsi gives a shortcut."

The aim of the campaign, says Arora, is to drive sales of large packs and push in-home consumption of Pepsi products during the festive season. This contest runs across the entire portfolio of PepsiCo. But, the communication was launched only for Pepsi. The company is considering roping in other celebrities who endorse various PepsiCo brands. Currently, PepsiCo has Pepsi, 7UP, Nimbooz, Mirinda, Slice, and Mountain Dew under its refreshment beverages portfolio.

The ad will be run on the entire bouquet of Sony channels. "We had a commitment to start

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label for a simple multiple-choice question; and SMS the right answer with the unique code to the given phone number. A randomiser would choose the winner of this contest.

The name of the winner will be announced on November 16, 2011, in a special episode of KBC,

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Instant...

with KBC. In turn, we will carry the show's logo on our large pet bottles." The large pets are the multi-serve beverage bottles that are available in 1.5-2 litre sizes.

Incidentally, PepsiCo has struck a barter deal with the channel for this

particular campaign.

RIDING PIGGYBACK ON KBC'S POPULARITY

No one can argue about the popularity of KBC and the star power of its host Amitabh Bachchan. For the week starting September 4, 2011, KBC had a TVR of 5.03. It was the third-highest rated show in

the Hindi-speaking market.

Talking about leveraging KBC's popularity, Ruchi Mathur, business director, Mindshare, says, "KBC is the hottest property on television, today. The campaign will not only gain



popularity through this association, but also help improve consumer engagement." The company aims to spread awareness about the campaign through above and below-the-line activities at cinema halls, malls, and eateries. ■

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