

## Campaign India

**Pepsi adapts global campaign 'The Rising' for Indian audiences**



Pepsi has launched an adapted version of its international campaign 'The rising' for 'I Can'. The campaign carries forward the 'Youngistaan' proposition. The TVC has been created by PepsiCo's International's lead agency CLM BBDO, Paris. The campaign has mainly been created for Pepsi markets globally outside of North America and India is one of first countries which has used the adapted version of the film. Punita Lal, executive director - marketing, PepsiCo India says, "The new Pepsi 'Rising' TVC, celebrates the *Youngistaani* attitude wherein they believe anything is possible." The new TVC will be aired during the ICC World Twenty 20, England 2009 tournament. The creative team includes Gilles Fichteberg, Jean-Francois Sacco, David Bertram and Leo Berne.