



PepsiCo launches new Slice campaign

PepsiCo's popular mango juice drink brand Slice has kicked off its new 'Aamsutra' thematic campaign for 2010. The brand had introduced the concept of 'Aamsutra' which celebrated mango indulgence, personified by its brand ambassador Katrina Kaif. Besides the new TV ad, there will be an outdoor and print campaign shot by French photographer Bruno Dayan. Hari Krishnan, vice-president, JWT said, "The creative thought behind



the new communication was to dial up the 'indulgence' quotient by highlighting the brand's core positioning."