

Business Standard

Pepsi launches new baseline

Pepsi on Wednesday came out with a new baseline — Youngistaan ka WOW. Hari Krishnan, vice president, JWT, says the new theme stands for two things: first, the refreshment and magic of Pepsi; and second, the audacious self belief of the youth that helps them create a WOW.”

As a part of this campaign, Pepsi is set to launch a new thematic TVC shortly, which showcases actor Ranbir Kapoor as a confident Youngistaani. The film revolves around Ranbir’s chase for a Pepsi, and how he uses his mental smarts to get the last Pepsi reserved for the President.