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Pepsi ups online ad spend to connect with Youngistan

Share of non-TV ad spend raised to 30% of total budget

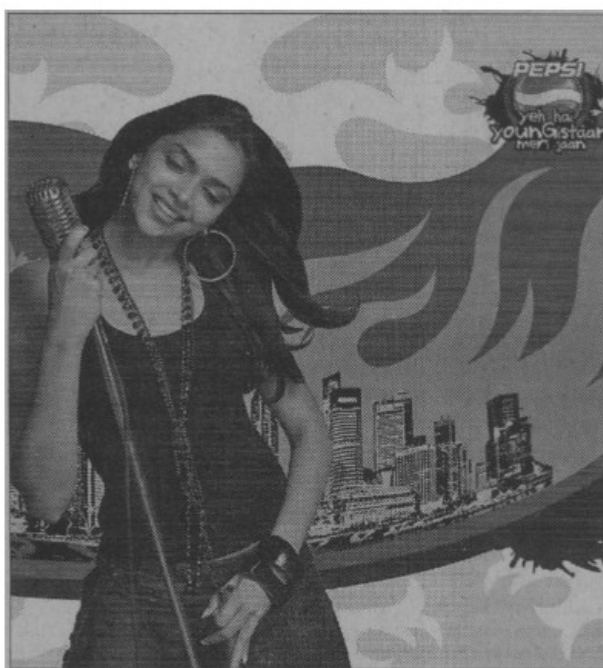
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Mumbai

PEPSICO India, one of the country's biggest advertisers, is diversifying its ad spends away from television which once accounted for 90 per cent of the budget, to focus on other media, especially online, as it aims to connect with its core youth audience.

Studies worldwide show that youth and teenagers are spending more time on online and social media compared to conventional media. In an attempt to connect with its Youngistan theme, PepsiCo has increased the share of non-TV advertising spend to 30 per cent of its advertising budget. This includes print, outdoor media, mall advertising, mobile related applications and the Internet.

"As a brand we are always focussed on the young population. All our advertisements reflect our strategy. We want to be present wherever there are youngsters. Earlier, we were only present in television. Now we are there on the web,



DIL MAANGE MORE: Pepsi has launched a television campaign, which aims at connecting with consumers through gaming

mobile and other forms of communication," said Punita Lal, executive director, marketing, PepsiCo India.

"Online advertising is a focus area for us because youngsters these days are hooked to the Net," she

added. The company has recently launched a television campaign, which aims at connecting with consumers through gaming. "The concept called 'The Game' will bring together gaming and TV advertising. The idea is to involve con-

sumers in our advertising and not just doing one-way communication," Lal said.

According to Lal, this is by far the biggest and most ambitious advertising project for the cola major in India. She however refused to quantify the expenditure that has gone into this campaign.

"We want to establish our brand equity among young consumers more firmly. We are hoping for a significant increase in sales and consolidate our leading position in the market," Lal said.

Brand consultant Harish Bijoor feels that advertising is becoming more and more consumer oriented. "It's really about establishing a connect with consumers rather than just showing drop down advertisements. It is becoming a trend among companies. Since 65 per cent of our population is under 25 who is hooked to internet, the idea is to firmly establish the brand in the minds of young consumers," said Bijoor.

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