

Business Standard

Pepsi's digital campaign to get bigger

BS REPORTERS
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What began as a small pilot project at PepsiCo India last year will be scaled up significantly this year. PepsiCo India will roll out its popular 'My Can My Way' digital campaign in a few months from now, Puneeta Lal, executive director (marketing), said on the sidelines of the second

day of the Brand Summit 2010 in Bangalore.

"We are targeting the second half of this year for the campaign," Lal said.

In 2009, the company had, for the first time, rolled out the digital version of the 'My Can My Way' advertising campaign it had been running for two years. This was done for a month and half, beginning November. The company used so-

cial networking sites frequented by youth, on-ground promotions at college campuses and radio to get young consumers to propose solutions to pressing problems faced by Pepsi's brand ambassadors Ranbir Kapoor, Deepika Padukone, John Abraham and Mahendra Singh Dhoni.

"Word of mouth was something that worked for us during the campaign," Lal said.