

PEPSI LAUNCHES INNOVATIVE FACEBOOK APP FOR 2012 “KICK IN THE MIX” GLOBAL CAMPAIGN

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Pepsi unveil interactive Facebook app (<http://bit.ly/PepsiVIPparty>) enabling users to star alongside the Pepsi football athletes and DJ/producer Calvin Harris

Pepsi have announced the launch of their latest digital addition to the 2012 ‘Kick in the Mix’ campaign, an innovative and sharable Facebook application, which sees the world of music and football collide in a truly tailor-made brand experience.

Pepsi’s interactive app follows the journey of the user moving through a VIP party experience in which they meet, interact and hang out with the Pepsi football stars, Agüero, Wilshere, Drogba, Lampard, Torres, Arshavin, Podolski and five pre-selected Facebook friends along the way. The app seamlessly pulls the users’ personal profile pictures in to the narrative, featuring them throughout the video, making the experience unique for every Pepsi fan and making them the star of the campaign.

The personalised functionality includes casting the user as a Remix DJ, whose exclusive VIP party experience comes to life to Calvin’s hit single ‘Let’s Go feat. Ne-Yo’.

Pepsi’s Facebook app will be available in over 35 countries around the world. This commitment to giving Pepsi fans around the globe, a true immersive experience, builds upon the beverage brand’s legacy in expert digital marketing.

Claudia Lagunas, Director New Media and Digital at PepsiCo International commented: “We’re thrilled to be announcing this amazing new app on Facebook. Pepsi and its parent company PepsiCo have a legacy of implementing cutting-edge digital initiatives and with this new app, we really wanted to highlight the football and music elements of the ‘Kick in the Mix (<http://www.pepsiglobaltv.com>)’ campaign in an innovative and unique way.”

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To view the Pepsi Facebook app visit <http://bit.ly/PepsiVIPparty>

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For further information please contact:

Will Cookson / Tel: 020 3003 6397 / E-mail: will.cookson@freud.com
Charlotte Robertson / Tel: 020 3003 6454 / E-mail: charlotte.robertson@freud.com

About PepsiCo:

PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands that generate more than \$1 billion each in annual retail sales. Our

main businesses – Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world. PepsiCo’s people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo’s promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for our associates; and to respect, support and invest in the local communities where we operate. For more information, please visit www.pepsico.com.