

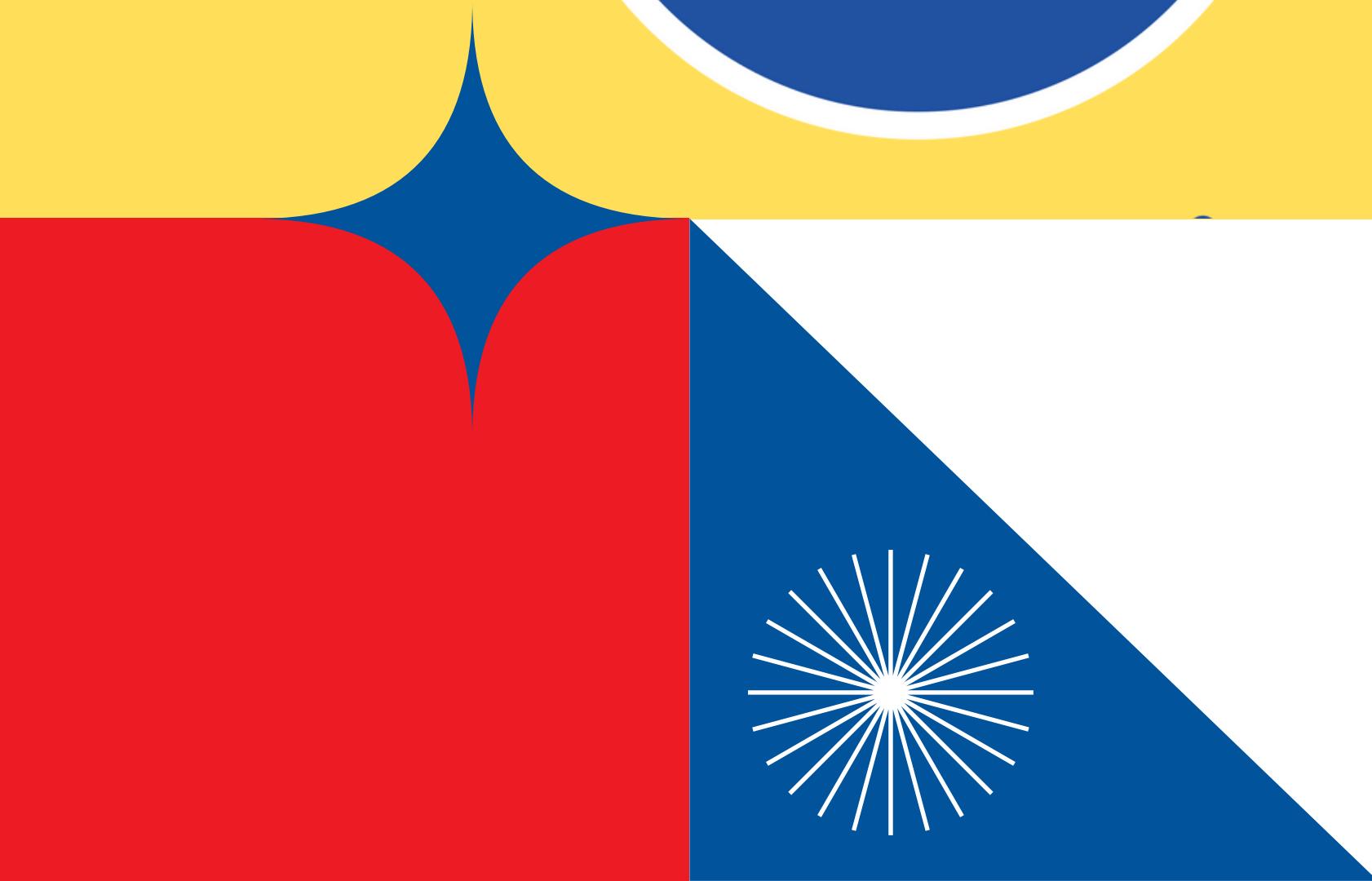


Design Challenge By KR Consultancies



**PEPSICO**

**Making Memories  
Sustainably**





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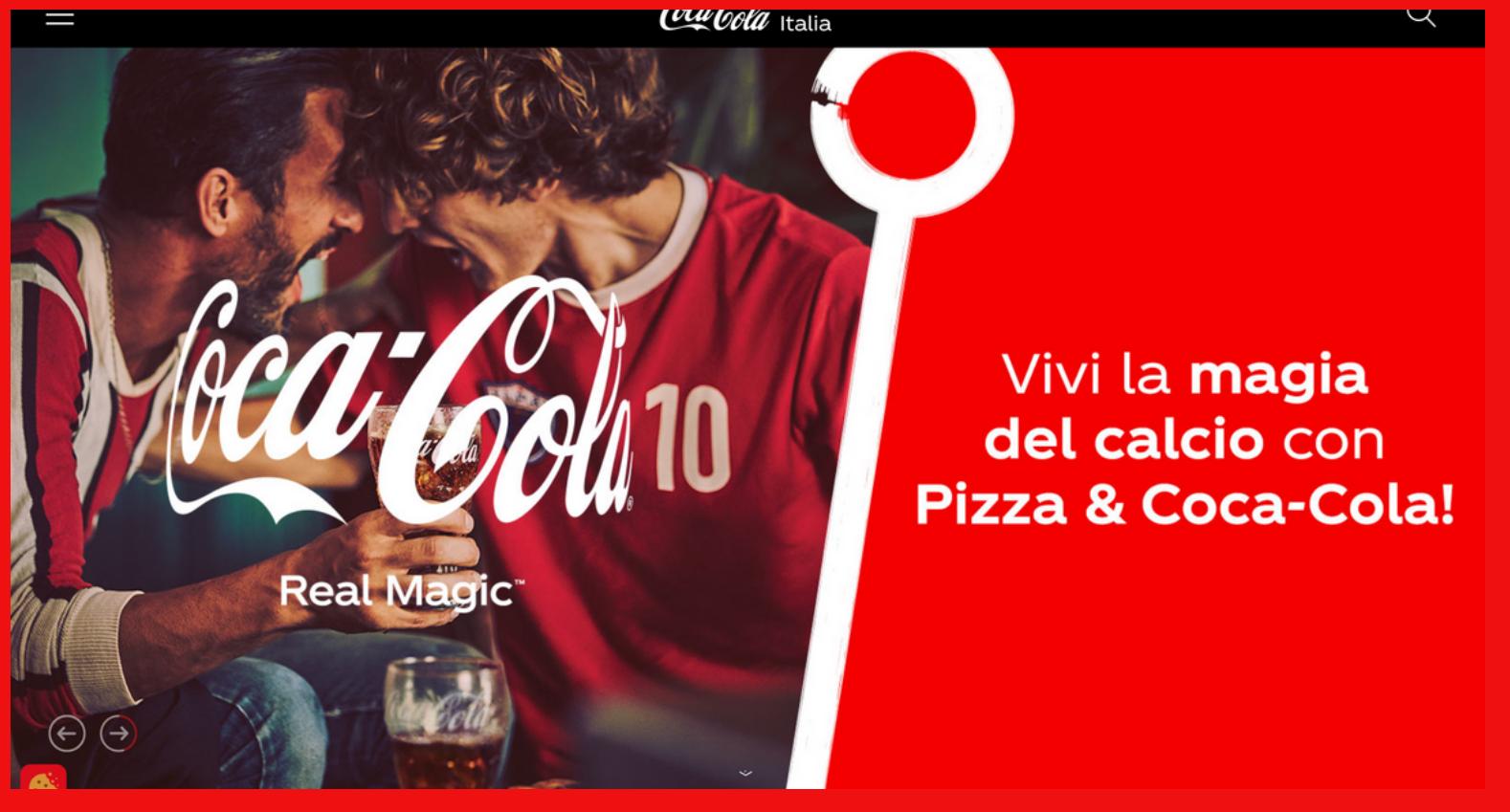
# KEY-SURVEY FINDINGS ON COCA-COLA VS PEPSI



#1- Most Respondents from Europe prefer Coca-Cola based on their emotional attachment with the brand as well as the vintage feel (classic glass bottle)

#2- Most people, however, will prefer to try or change to Pepsi provided that the company's efforts are sustainability-oriented.

#3- The most surprising but genuine reason someone would drink Pepsi is because of the Pepsi paradox



# WHAT I DEDUCTED FROM THE RESEARCH:



- PepsiCo's initiatives have been geared towards sustainability but the awareness seems to be low
- PepsiCo needs to focus on building more brand attachment with their consumers, for example, their website looks more quantitative and informative
- With countless taste test results on the internet, it is evident that the winner is Pepsi usually by a significant margin showing that there is scope for people to change their default soda preference.

PEPSICO

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LATEST STORIES



Hosting an online competition to see who can come up with the coolest combination with a can of Pepsi



Current efforts need to be marketed more qualitatively & emotionally



# HOW CAN PEPSICO ENGAGE CONSUMERS TO FEEL AN EXPERIENCE BY DRINKING PEPSI WHILE RAISING AWARENESS OF THEIR SUSTAINABLE PROGRESS?

Sustainable Campaigns engaging people to participate  
Ex. Beach Cleanups

Partnering with sustainable firms to reach out to a broader range of consumers



A collage of various Pepsi products, including cans and bottles, in different colors (red, blue, yellow) and sizes, serving as the background for the slide.

## Project: Making memories

# PEPSI FEST

Featuring different stalls and exciting activites to take part in!

- A Photo booth (ex. blue and red wigs)
- Social media engagement with Pepsi polls
- A Tasting Stall with weird combinations to drink with Pepsi
- An art stall to design and personalize your own Pepsi bottle (from home)
- Interactive informational stall raising awareness about sustainability efforts
- Re-using Pepsi cans and bottles for the setup of the place
- Showcasing other sustainable partnerships (sunbites)

# INTRODUCING PEPSI MANGO

THE PERFECT  
MATCH



# IMPLEMENTATION

As PepsiCo expands the variety of new products through sustainable practices, now more than ever, they need to capture the attention and interest of soda drinkers. What better way to do it all while making memories sustainably?

Kr Consultancies