

What should be the criteria to evaluate a digital marketing promotional campaign?

Criteria can be divided into two categories: measures that can be measured directly and measures that are measured indirectly.

Direct measures include:

- Number of ideas generated
- Number of votes
- Numbers of website visits
- Number of tweets

Indirect measures include:

- Increase in sales
- Word of mouth

Was the Pepsi Refresh Project successful? Why or why not?

In the period of the campaign, Pepsi sales fell by 6% so from this perspective the campaign wasn't a success.

What should Pepsi do about this project?

It could create a stronger link between the events related to the project and selling Pepsi by including free Pepsi during the events. This makes it clearer who sponsored the event as this was not always clear.