



THE BIG IDEA

"Let's make Pepsi the drink of dreams, dorms, and Delhi."

THE INSIGHT

Gen Z doesn't just buy brands — they **belong to movements**.

THE PROBLEM

Despite its legacy, Pepsi lacks **cultural integration** with today's Indian Gen Z.

THE SOLUTION

BrokeBro x Pepsi = Cultural relevance + Campus dominance

A partnership that doesn't just **sell** to Gen Z.
It **speaks** their language.



BROKE
BRO

WHO IS BROKEBRO?

India's fastest-growing student-focused platform

10k+ Instagram followers
in just 2 months

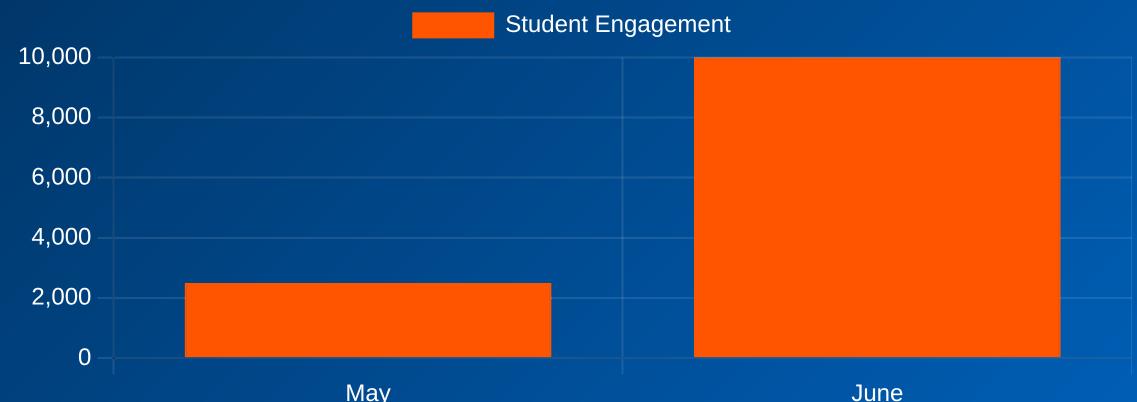
100+ colleges
Strong presence in DU, IP, MU & more

Discounts, gigs, events
that resonate with Gen Z

Brand tone: **quirky, bold, unfiltered**
just like Gen Z



BrokeBro Growth (Last 2 Months)





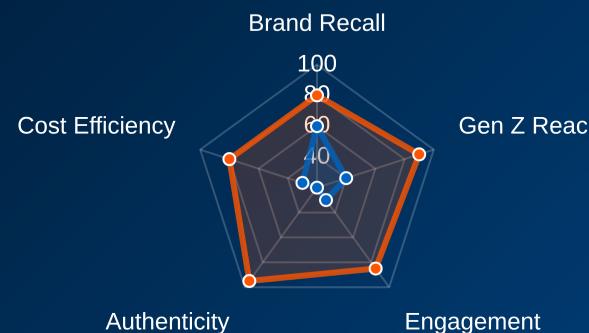
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WHAT PEPSI GETS WITH BROKEBRO



Marketing Effectiveness Comparison

Traditional Marketing BrokeBro Partnership



Brand Embedment

Pepsi becomes part of everyday student life — beyond advertising



Increased Trials

Sampling via activations, emotional triggers, loyalty



UGC at Scale

1,000s of students generating content with Pepsi



Viral Campaigns

Challenges, reels, memes, trends built for social spread



Emotional Recall

Every campus memory tied with Pepsi through shared experiences



Hyperlocal Influence

Each campus becomes a micro-Pepsi hub



Lower CAC

We drive awareness + action at fraction of ATL/BTL costs

10x ROI on marketing spend



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DIRECT ACCESS TO STUDENT DATA

Gain **direct access** to valuable student data across India



Demographics

Age, education level, interests, spending habits



Geographic Distribution

Campus locations, regional preferences, hotspots



Consumption Patterns

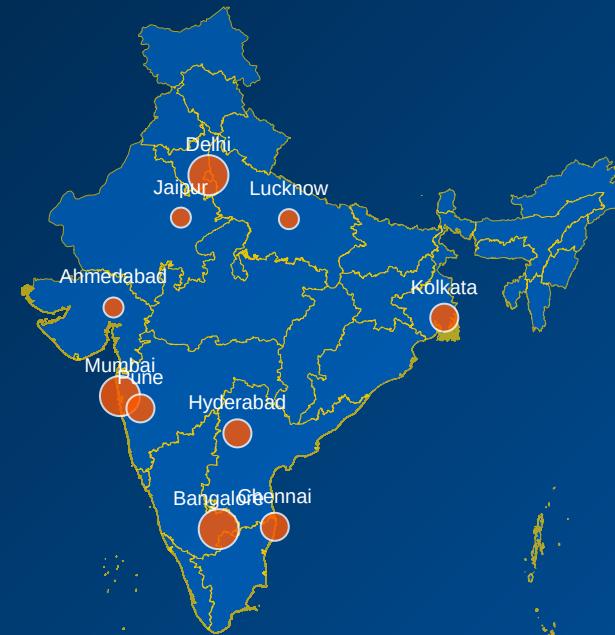
When, where, and how students consume beverages



Feedback & Insights

Direct student opinions on products and campaigns

BrokeBro Campus Network Across India



Why This Matters



Precision Targeting



Product Innovation



Campaign Optimization



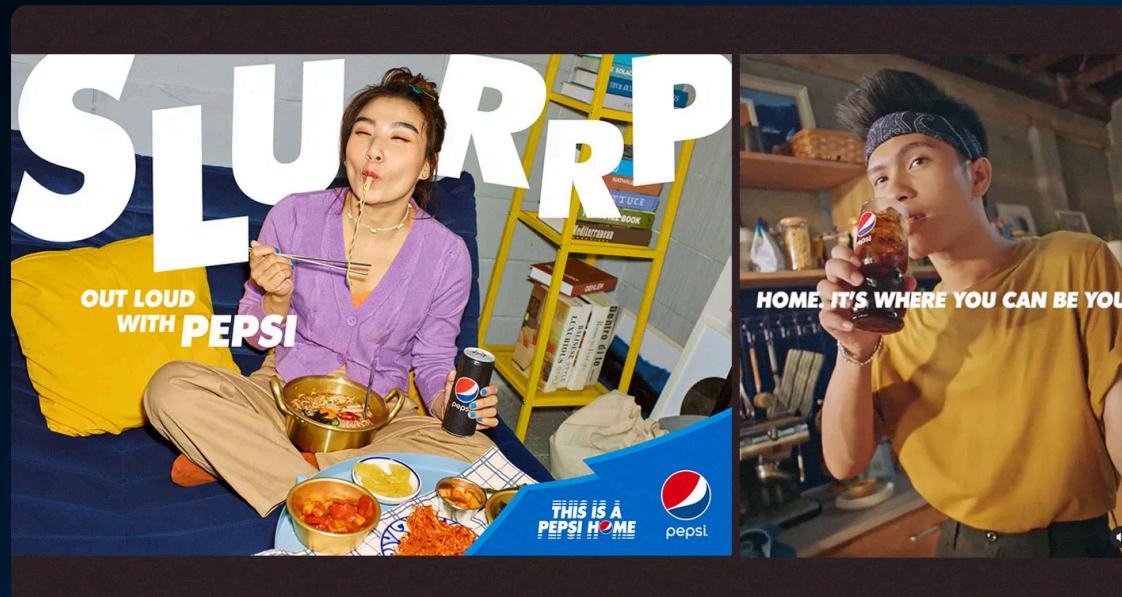
Market Growth



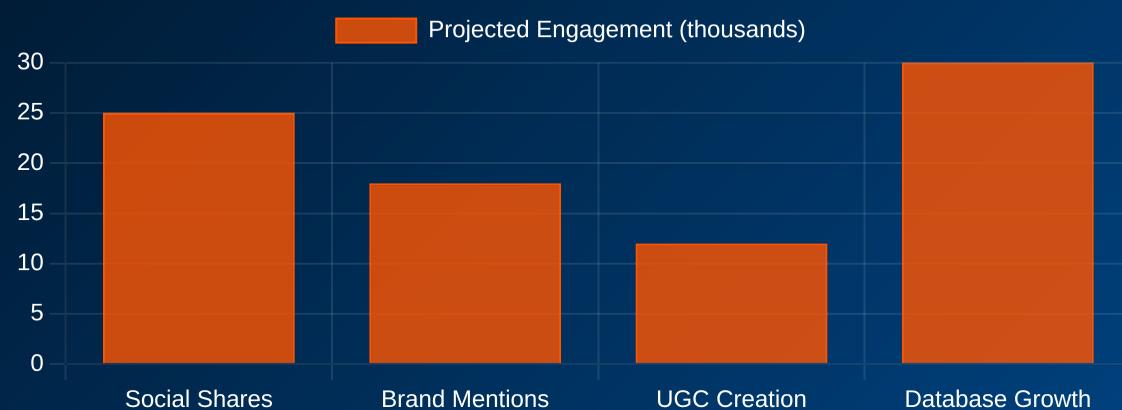
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ACTIVATION STRATEGIES

PHASE 1: On-Ground Campus Infiltration



Projected Engagement Metrics



Pepsi Campus Cart

Chilling spots giving free Pepsi for BrokeBro actions

One Pepsi Two Straws

Romantic Pepsi stunt = viral moment

1-Minute Challenges

Talent + brand = sticky memory

Paper Plane Challenge

Pepsi planes = mass participation

Doodle Walls

Gen Z leaves their mark alongside Pepsi

Photo Booths + QR

Gamified scanning = database + virality

Not just marketing — creating **memorable experiences** that Gen Z will share organically

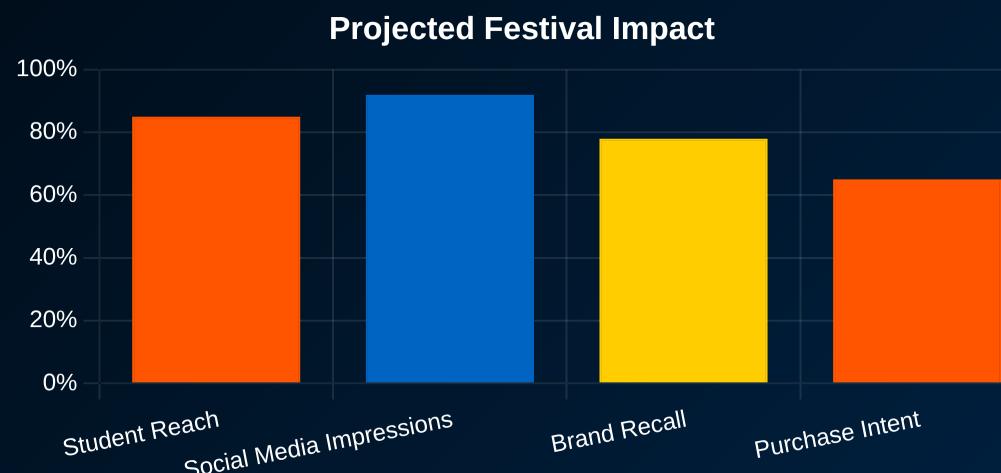


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BROKEBRO x PEPSI TALENT FEST



FESTIVAL IMPACT



THE CONCEPT

A full-blown **youth festival** making Pepsi the face of talent discovery

Bringing together **10,000+ students** from across India — with Pepsi as the host

FEATURED EVENTS

Street Dance Battles

Campus crews compete for Pepsi-sponsored prizes

DJ Hunts

Finding the next big music talent with Pepsi

Open Mics

Poetry, rap, and stand-up comedy showcases

Content Creator Workshops

Teaching Gen Z to create viral Pepsi moments



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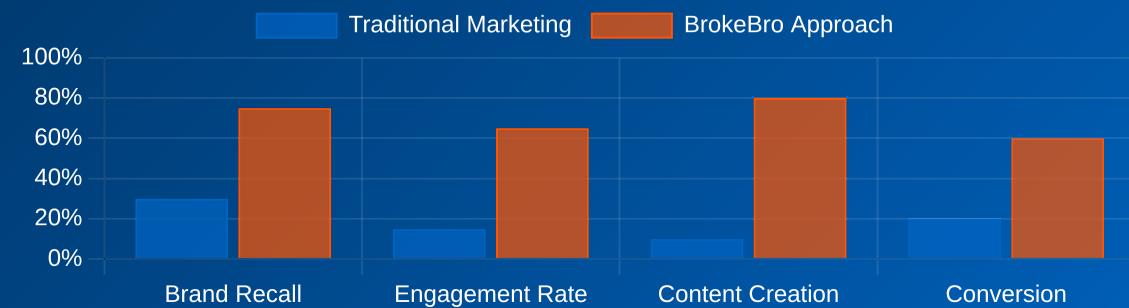
WHY BROKEBRO IS DIFFERENT

Not just an idea factory — we're a **full execution partner**.

What Others Offer	What BrokeBro Delivers
Celebrity Influencers Paid endorsements	Influencer Students With authentic peer influence
Generic Events Outside campus life	Culturally Relevant Events Inside campuses where students live
Broad Reach General audience targeting	Access + Trust Of real students in their environment
Traditional Marketing One-way communication	Content, Emotion, Data & Activation All-in-one integrated approach



Marketing Effectiveness (% of Target Audience)





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STRATEGIC FIT FOR PEPSI

Pepsi's Need:

Break into the **hearts and habits** of Gen Z

A demographic that values authenticity and peer validation over traditional advertising

BrokeBro's Role:

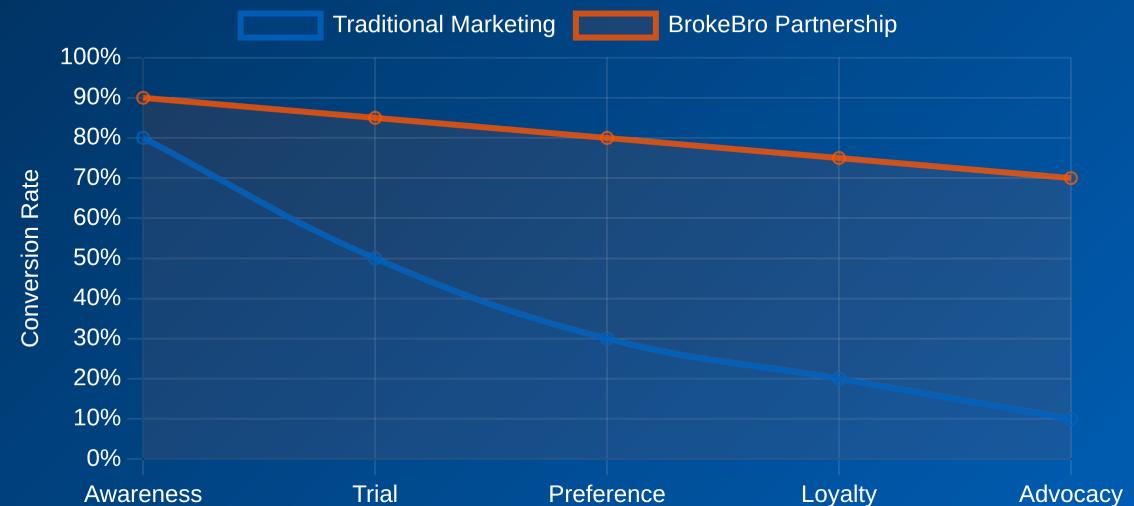
Acts as the **trusted bridge** between Pepsi and students

Results:

- ✓ Pepsi becomes the default drink during fun, fame, and friendships
- ✓ Brand loyalty built **before** earning power peaks
- ✓ **10x** organic ripple in student circles and online content



Gen Z Customer Journey Comparison



*"Coke can be cold. But Pepsi will be **cool.**"*



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SUCCESS METRICS

How we'll prove ROI to Pepsi:



Students Reached: 100K+ offline in 6 months

Direct engagement through campus activities and events



Conversions: Sampling to purchases

Tracked through QR codes and campus canteen sales



UGC Created: 5,000+ pieces of content

Reels, stories, challenge entries featuring Pepsi



Brand Recall: Surveys + brand mentions

Measuring emotional connection with Gen Z



Student Data: Opt-ins + engagement

Building valuable first-party data for Pepsi

Timeline

Phase 1

Month 1-2
Campus Infiltration



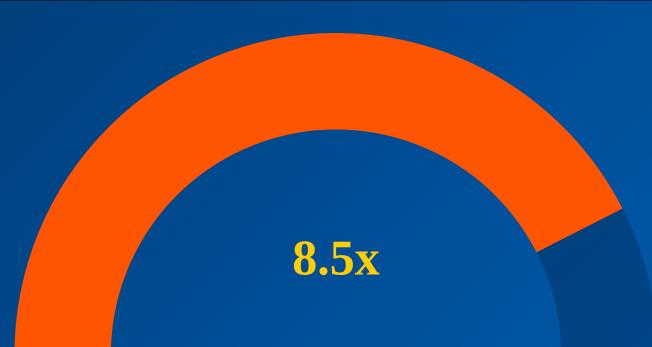
Phase 2

Month 3-4
Talent Fest



Phase 3

Month 5-6
Scale & Optimize





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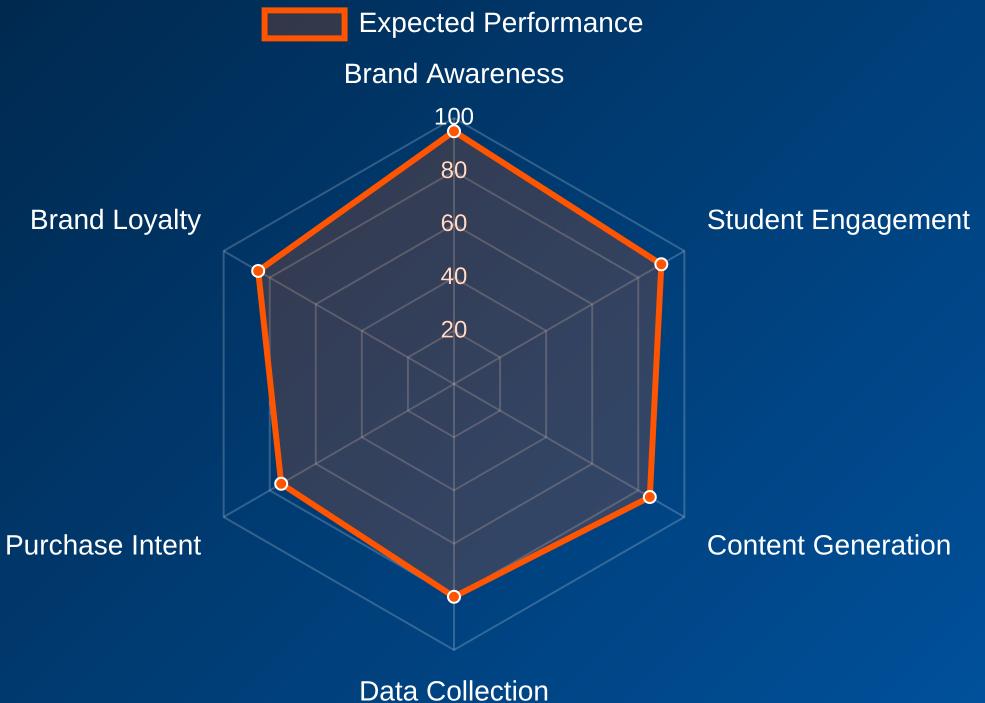
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**Ready to Revolutionize
Gen Z Marketing?**

Let's make Pepsi the **voice of Gen Z** together!

Success Metrics (% of Target)



100K+ Students
Reached in 6 months



Sampling to Purchase
Conversion tracking



5,000+ UGC
Reels, stories & challenges



Brand Recall
Surveys & brand mentions