

Reimagine the marketing strategy for a product relaunch - Pepsi



Hey Pepsi Lovers + Soon To Be Fans!

So, guess what? "THE BEST FOR THE LAST OUR FAVOURITE FUZZY COMPANION PEPSI GETS A NEW LIFE AND I AM It's been hard not to share our new strategy with you. Buckle up because we're about Surely sounds like it would have some fire-winning potential there in the soda scene!

Content Strategy:

But first, let's get some content out there. We promise not to use this list for any other purpose except connecting with you directly, without flashy jargon. Real AND relatable. That's where we're headed! - Just imagine those moments when you share them with Pepsi!

Backyard barbecue, spontaneous road trip or just a relaxing hangout with the buddies. We're here for the good vibes, and we aim to have our content embody the same. A lot more user-generated content, to put it lightly. My photos, my stories — after all! But then again, let's be real. Some of the best Pepsi moments are created by YOU. Let's turn those Turn your everyday experiences into extra awesome.

Target Audience:

Who's on our radar? ... everyone! Anyone who is great people and nice cold drinks. But let's get specific. We're taking aim at those young in spirit — the adventurers, the chill The seekers, the ones who get it's about turning ordinary moments into extraordinary memories. Age? After all, it's just a number; what matters is the spirit.

Best Channels:

So, where do we get this amazing clan? Social media, baby! Instagram, TikTok, and... or a Snapchat tumble here and there :) We want to be in the conversation, happening. We will write about podcasts too, why not? Imagine sipping on imagine drinking ice cold Pepsis while listening to your favourite tales — we bonded over transgender programmes. Oh, and the classics too! Television commercials make a return shuffle with TV ads modernized for our digital age twist. Prepare for random bursts of hysterical goodness that will make you wanna take a Pepsi break!

How can we measure our success if we keep our heads buried in the books? So let's just keep it simple-- Happy Faces. Our North Star Metric is the happiness of others. Smiles will always make us feel good. After all this then we also pick the brain and get busy with our own business Insert photo 1 Reimagine the marketing strategy for a product relaunch - Pepsi Based on the smiles we inspire, whether it's from a hilarious advertisement or a heart warming story; from splashing some goodwill on someone who has nothing to smile about other than toothache. At the end of this day Pepsi ai2 will be Flavorful Journey 123 095 So, here 's to Pepsi on this new journey – more laughter, more stories of life and of course many more moments with Pepsi. Here 's a toast to the sweetness, fun and great times ahead! #PepsiRevival