

# Reimagine the marketing strategy for a product relaunch - Pepsi



Hey there, Pepsi lovers and soon-to-be fans! 🥤🌟

So, guess what? Our favorite fizzy companion, Pepsi, is getting a fresh new start, and I'm beyond excited to spill the beans on our revamped game plan. Buckle up because we're about to make a splash in the soda scene!

## Content Strategy:

First things first, let's talk content. We're all about connecting with you, not bombarding you with flashy jargon. We're thinking real, relatable stories. Imagine sharing moments with Pepsi at a backyard barbecue, a spontaneous road trip, or a chill night in with friends. We're here for the good vibes, and we want our content to reflect that.

Expect more user-generated content to take the spotlight. Your photos, your stories – because let's be real, some of the best Pepsi moments are the ones you create. Let's turn those everyday experiences into something extraordinary!

## Target Audience:

Who's on our radar? Well, pretty much everyone who enjoys a good time and a refreshing sip. But let's get specific. We're setting our sights on the young at heart – the adventurers, the chill seekers, the ones who believe in turning ordinary moments into extraordinary memories. Age? It's just a number; it's the spirit that matters.

## Best Channels:

Now, where do we find this awesome bunch? Social media, baby! Instagram, TikTok, and maybe even a little throwback on Snapchat. We want to be where the conversation is happening. We'll also be diving into the world of podcasts because why not? Imagine sipping on Pepsi while tuning in to your favorite stories – sounds like a match made in fizzy heaven, right? Oh, and we're not forgetting the classics. TV ads are making a comeback, but with a modern twist. Expect some laugh-out-loud, feel-good moments that make you crave a Pepsi break.

## North Star Metric:

How do we measure success without getting too bogged down in numbers? Let's keep it simple – smiles. Our North Star Metric is the joy we bring. We'll be tracking the number of

smiles we inspire, whether it's through a hilarious ad, a heartwarming story, or a random act of kindness. After all, a smiling world is a Pepsi-loving world!

So, here's to the new Pepsi journey – more laughter, more adventures, and of course, more Pepsi moments. Cheers to the fizz, the fun, and the fabulous times ahead! 🍷🥳 #PepsiRevival