

{Pepsi: Share a **MOMENT** integrated campaign}

Surreal Sound



Music Festival

Campfire

Tickets

What is Surreal Sound?

Surreal Sound is a multi-continent music festival sponsored by Pepsi. We are aiming to create lasting bonds between countries by creating a semi-virtual festival experience. The artists that will be performing will be chosen by you via our music based social media platform.

Where is the event?

This year's Surreal Sound is based in America, Russia and a virtual venue. We want our three audiences to have unique experiences together.

What could bring Americans and Russians together: Music

The Pepsi Share a Moment campaign aims to use music to bring Americans and Russians together. Hopefully a conversation can be sparked and turned into true connection and friendship.

Pepsi will launch the campaign by creating a social platform and a music festival.

The social platform creates communities of shared musical interest. And the Surreal Sound Festival will create buzz in both countries.

{Stephen Barton & Kong Yang}
{Intermediate Creative Concepts I Curry}
{The Real Pepsi Challenge}

{Assignment: Create a global Pepsi program to foster empathy between Russian and American millennials, reestablishing the brand as one that understands and empowers the youth of the world.}

{Approach: Russia and America have been on uneasy terms for years. With the tension, contact between citizens of the two countries have been sparse. Which has reinforced unrealistic perceptions on both sides. Even though these things are prominent, oddly enough, both countries have similar musicians in their top 100. And with that coincidence, there is potential to create a moment using those musicians. Pepsi is in the unique position of being well-known in both countries, and could be the one to spark that connection. }

Campfire

Surreal Sound

Campfire

Tickets

Campfire is a media sharing social platform to help people connect through music. Alongside a standard sharing space, Campfire also provides a virtual reality meeting space for creating new relationships across the world.



Click to get started



{Pepsi: Share a **MOMENT** integrated campaign}



Pepsi will create concert posters to advertise the music festival. And they will also have their artists use their influence to make some noise.

The festival will have top 100 artists from each country perform. Other artists can also be voted into the festival.

Along with two physical venues in each country there will also be a virtual reality venue.

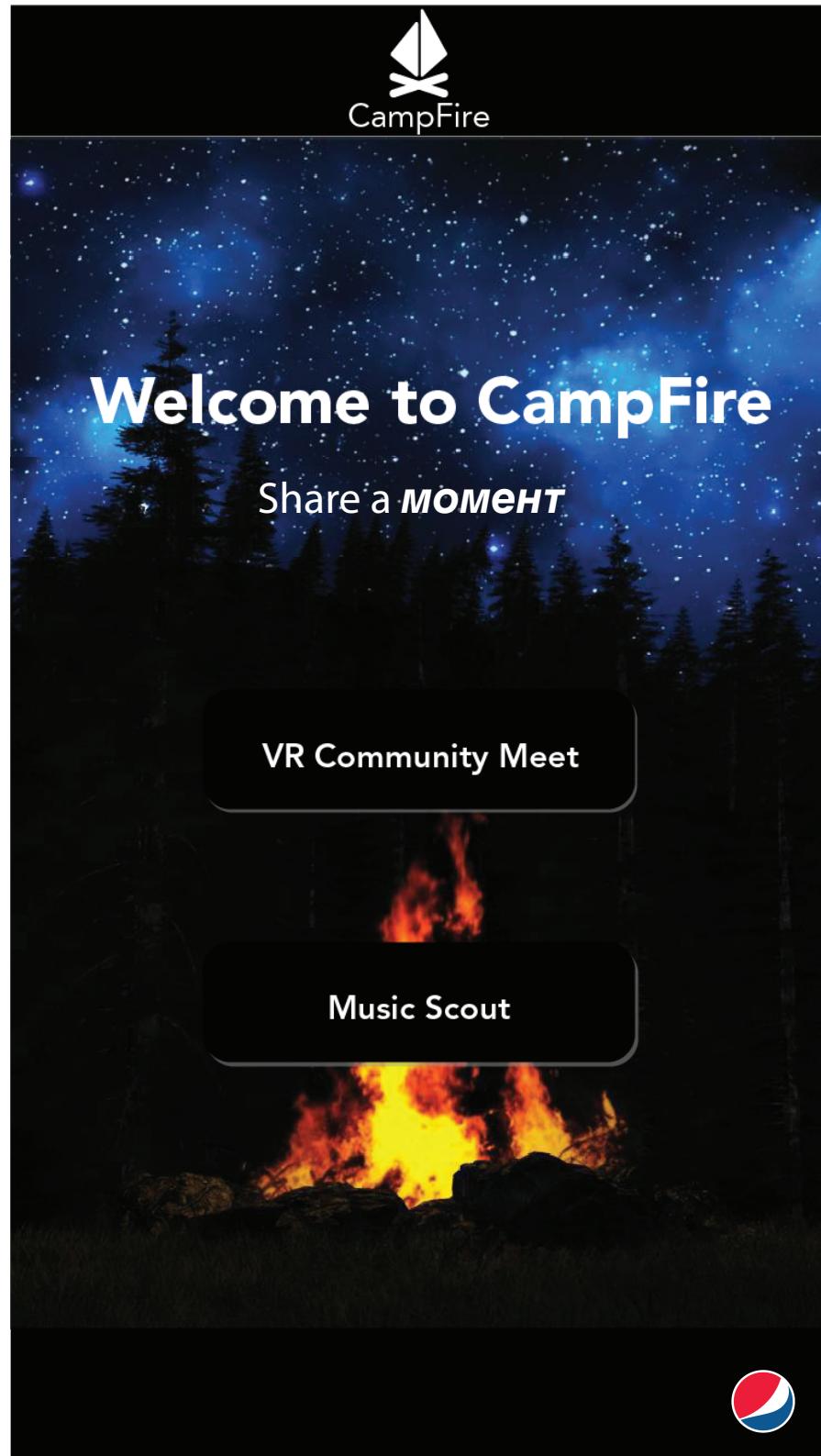
The VR venue will be for those who can't attend. And the performance in the venue will be unique and those that join the space can interact with each other.

{Stephen Barton & Kong Yang}
{Intermediate Creative Concepts I Curry}
{The Real Pepsi Challenge}

{Assignment: Create a global Pepsi program to foster empathy between Russian and American millennials, reestablishing the brand as one that understands and empowers the youth of the world.}

{Approach: Russia and America have been on uneasy terms for years. With the tension, contact between citizens of the two countries have been sparse. This has reinforced unrealistic perceptions on both sides. Even though these things are prominent, oddly enough, both countries have similar musicians in their top 100. And with that coincidence, there is potential to create a moment using those musicians. Pepsi is in the unique position of, being well-known in both countries, and could be the one to spark that connection. }

{Pepsi: Share a **MOMENT** integrated campaign}



{Stephen Barton & Kong Yang}
{Intermediate Creative Concepts I Curry}
{The Real Pepsi Challenge}

{Assignment: Create a global Pepsi program to foster empathy between Russian and American millennials, reestablishing the brand as one that understands and empowers the youth of the world.}

{Approach: Russia and America have been on uneasy terms for years. With the tension, contact between citizens of the two countries have been sparse. This has reinforced unrealistic perceptions on both sides. Even though these things are prominent, oddly enough, both countries have similar musicians in their top 100. And with that coincidence, there is potential to create a moment using those musicians. Pepsi is in the unique position of, being well-known in both countries, and could be the one to spark that connection. }

Pepsi will also create a social app called Campfire. The idea behind the name is that Pepsi wants to create a campfire environment for its users. Around a campfire, conversation can start from anything and go anywhere.

The app has a place for musical communities to get together and share their music. Along with that, Pepsi will also partner with Spotify and place billboards around cities. The billboards will have popular artists from both Russia and America.