

# Pitch Your Project!

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**Conclusion**

1. Project did generate the most interest  
2. Project did not generate the most interest  
3. Project did not generate the most interest  
4. Project did not generate the most interest

**Objective**  
Provide Alternatives

**Why?**

People who visited for us have just  
what we need!

**Why?**

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what we need!

**Why?**

People who visited for us have just  
what we need!

**Why?**

The people who engaged in the E&E  
were not the ones who bought the  
hardware.

**Why?**

For the Super Bowl in case of the  
Super Bowl.

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**Project Influence**

Named "best ever social media campaign" by  
Forbes magazine.  
The leader of brand, ahead of Coke, Nike and  
Microsoft.  
182,000 likes submitted  
3.7 million hits noted for ads alone  
Generated 3.24 million media impressions,  
estimated to be worth \$10 million in media  
value

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**Social Media Failure**

The biggest reason why social media fails is  
because it's not used properly. It's not a  
one-way street. It's a two-way street. It's  
not just about posting content. It's about  
engaging with your audience.

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**Project Influence**  
Named "best ever social media campaign" by Forbes magazine  
The leader of forest, ahead of Coca, Nike and McDonald's One  
182,311 ideas submitted  
57 million link clicks for an idea  
Generated 7.24 billion media impressions, estimated to be worth \$60 million in media value

**Social Media Failure**  
The biggest mistake we made...  
We thought our product was so good...  
We thought it was so good...  
We thought it was so good...  
We thought it was so good...

**4 Year History of Projects**  
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**Business**  
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**Education**  
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**The National Learning Center**  
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**The Learning Challenge**  
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**Project Placement**  
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## A Brief History Of PepsiCo

- Since 1898
- Diverse brands like Fritos, Doritos, Lay's, Gatorade, Tropicana, Sobe Waters, Aquafina, 7Up, Mountain Dew, Quaker Oats, etc.
- Hardball Marketing Ideas Through The Years
- 1960s : "The Pepsi Generation"
- 1970s : "The Pepsi Challenge"
- 1980s : "The Choice of a New Generation"
- 1990s: "GeneratioNext"

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mer ideas

The Catch

in September 2011 for the first time in 22 years, PepsiCo's stock price rose 200 million people.



## 21st Century Challenges

- Drop in average annual per person soda consumption from 864 to 736 servings
- Obesity: By 2010, 2 obese in every 3 American adults
- ABA decides to reduce calorie content in beverages
  - PepsiCo segments products :
    - Fun-for-you
    - Better-for-you
    - Good-for-you

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**The Refresh Everything Campaign**



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## Pepsi Refresh Anthem

-In January 2009, Pepsi launched its Refresh rebranding with a 'Forever Young' TVC featuring Bob Dylan and Will.i.am

- Every generation refreshes the world. Now it's your turn.

- Compared with the Obama campaign.

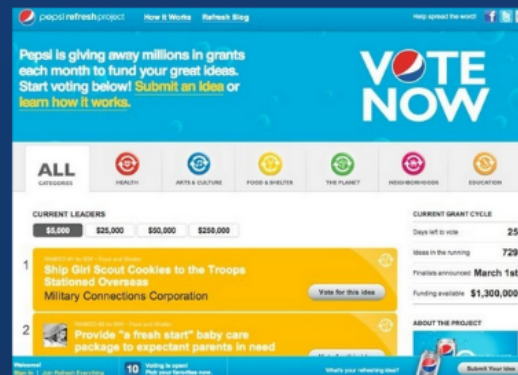


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# The Pepsi Refresh Project

- \$20 million in grants to consumer ideas



## The Catch

- No Superbowl ads for the first time in 23 years.
- Immediate disengagement with 100 million people.

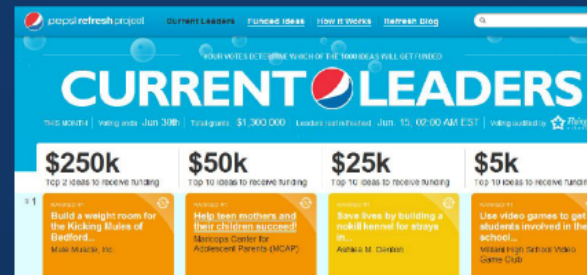
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## Strategy - Game Mechanics

- Upto 1000 ideas could be submitted in six categories each month with voting in the next month. Each month was a new campaign.
- 32 grants of \$5k,\$25k,\$50k and \$250k, totaling to \$1.3m each month
- Leader board for the most popular ideas.

—\$5k— <b>10</b> GRANTS EVERY MONTH	—\$25k— <b>10</b> GRANTS EVERY MONTH
—\$50k— <b>10</b> GRANTS EVERY MONTH	—\$250k— <b>2</b> GRANTS EVERY MONTH



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# Partner Networks

- Partnered with GOOD – guide and enabler.
- They recruited and managed a team of **Ambassadors** who worked to increase the involvement of the non-profit community and cultivate innovative ideas.
- They worked with grant winners to maximize their success in executing their ideas in their communities.
- Engaged with its employees and bottler partners

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