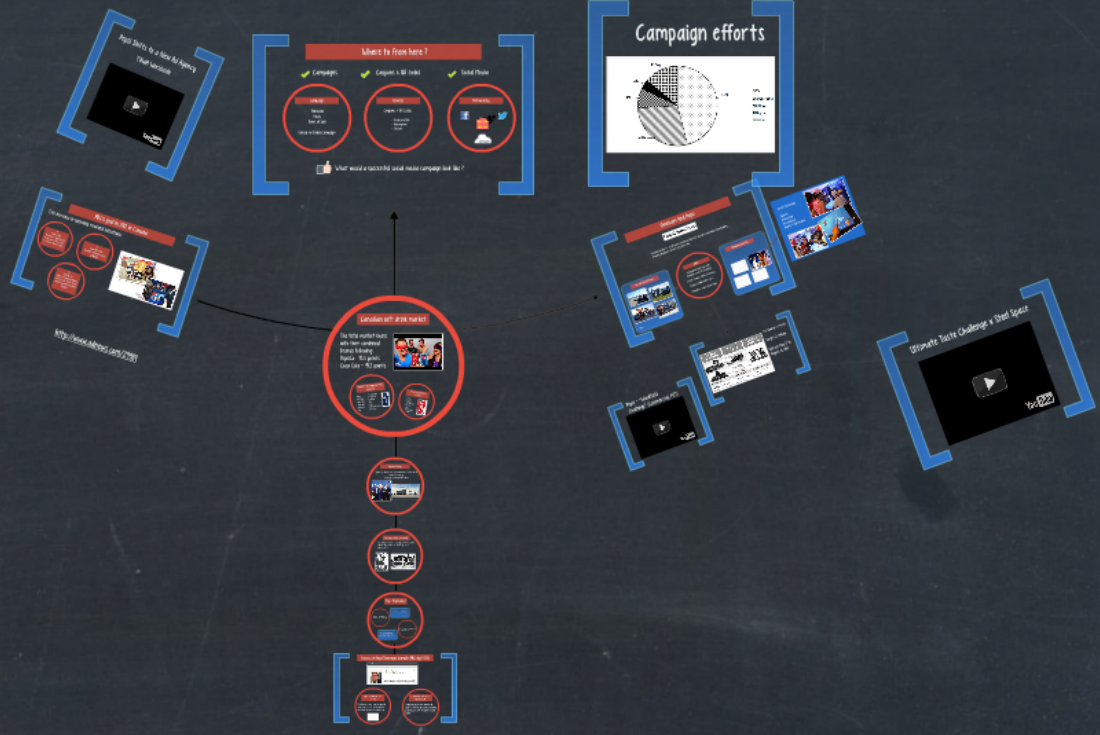


Thank You!
 We'd Love to hear from you
 Questions?
 Comments?



The Pepsi Ultimate Taste Challenge 2012 Harvard Case Solution & Analysis

Pepsi Social enough ?

TheCaseSolutions.com

to make their challenge designed to target growth in Millennial segment, particularly those 18 to 25 years old.



Leading thought, if Pepsi combined the power of the best grass roots marketing programs, UIC, with the power of social media!


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Success at Pepsi Beverages Canada (PBC) April 2012

LinkedIn



Robb Hadley
Toronto, Canada Area | Consumer Goods
500+ connections
Recommendations 2 people have recommended Robb

He is director of Marketing for PBC

PepsiCo's Ultimate Taste Challenge

1.5 million taste challenges designed to target growth in Millennial segment, particularly those 16 to 25 years age

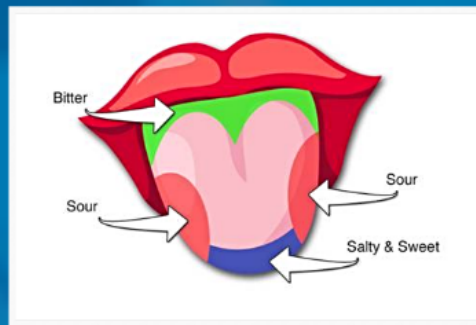


Pepsi brand leadership in Canada in 2004

Hadley thought, if Pepsi combined the power of the best grass roots marketing programs, UTC, with the power of social media?

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The Problems !

The big plan - with 15 challenge teams

If the plan would achieve the targets set for the program?

PepsiCo's competitor's plans would present a challenge?

The Coca Cola would be an official sponsor of both the London Summer Olympics and the UEFA Champions League Euro Cup soccer tournament.

If the plan would achieve the targets set for the program?

TR

The big plan – with 15 challenge teams