

Consumer Research: Pepsi



Media Agency: Novus Canada
Creative Agency: BBDO
Client: Pepsi Canada
Year: 2017

Pepsi Canada chose to promote its "Snap with Pepsi" campaign using transit shelters and a mural in Toronto. SnapCodes replicating giant bottles were displayed on vinyl decals, allowing passers-by to easily take pictures via Snapchat. In doing so, a special lens was unlocked for one hour, during which time users could take fun selfies.

The transit shelter prominently featured a large decal showing a bear in colourful sunglasses (the accessory appearing on the special lens), in order to attract attention and generate curiosity.

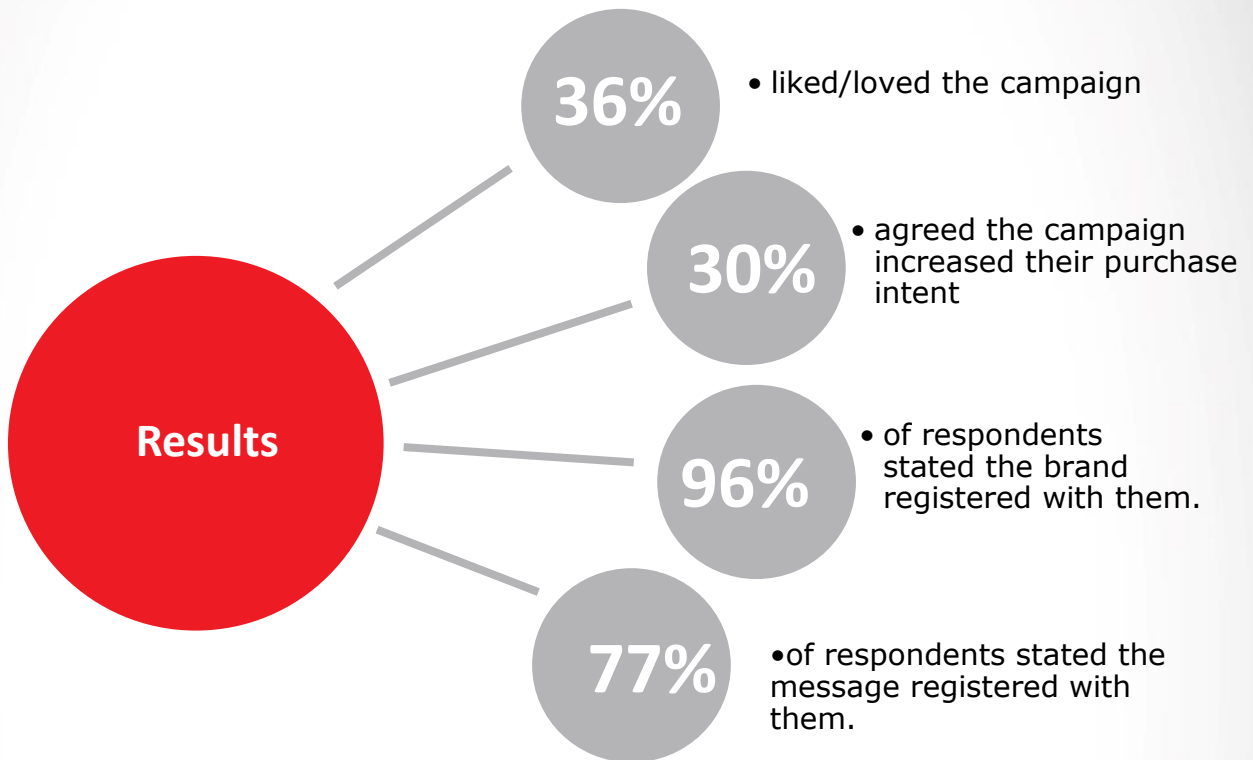


Research Sample

- adults 18-34 who have purchased or consumed soft drinks in the past 6 months.

Main Message Key Feedback

- Pepsi branding was recognized by nearly all consumers; the Snapchat tie-in resonated with young consumers.



▶ Consumer Comments on Main Message

"Buy a Pepsi get a fun Snapchat lens"

"Pepsi is fun"

"Snap it with Pepsi."

*"Unique snapchat lens from Pepsi;
Snapchat your pepsi."*

Source: BrandSpark Consumer Panel 2018