



Pepsi Taste Challenge

#QSHTI



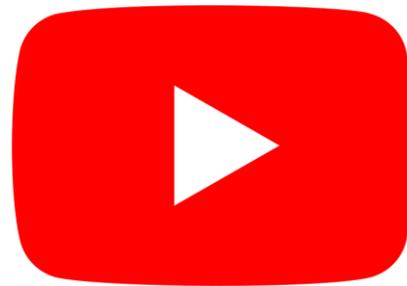
Description of the project

THERE ARE LARGE AMOUNT OF CARBONATED SOFT DRINKS ON THE MARKET BUT ALSO MANY CARBONATED DRINKS CONTAINING COLA. THE PROBLEM IS TO DEFINE WHICH COLA CONTAINING DRINK TASTES BETTER

THE SOLUTION FOR THIS QUESTIONS WAS TO MAKE A BLIND TEST WHERE PARTICIPANTS TRYING DIFFERENT DRINKS DETERMINE WHICH OF THEM TASTES BETTER

THE AIM OF THE PROJECT WAS TO INCREASE THE AWARENESS BUT MOST IMPORTANT TO ENGAGE LARGE AMOUNT OF PEOPLE FOR THAT CHALLENGE BY INVITING KAZAKHSTANI'S TO THE TEST AND THEN SHOWING THE RESULTS OF THAT TEST AMONG OLV

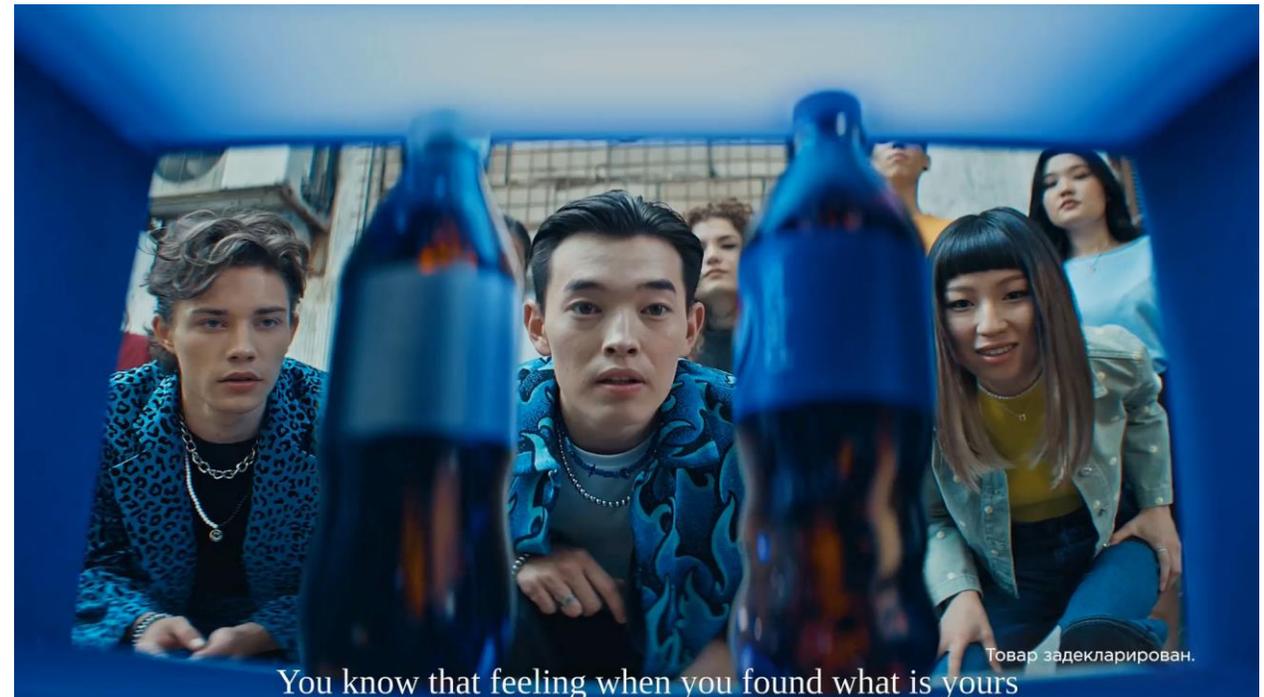
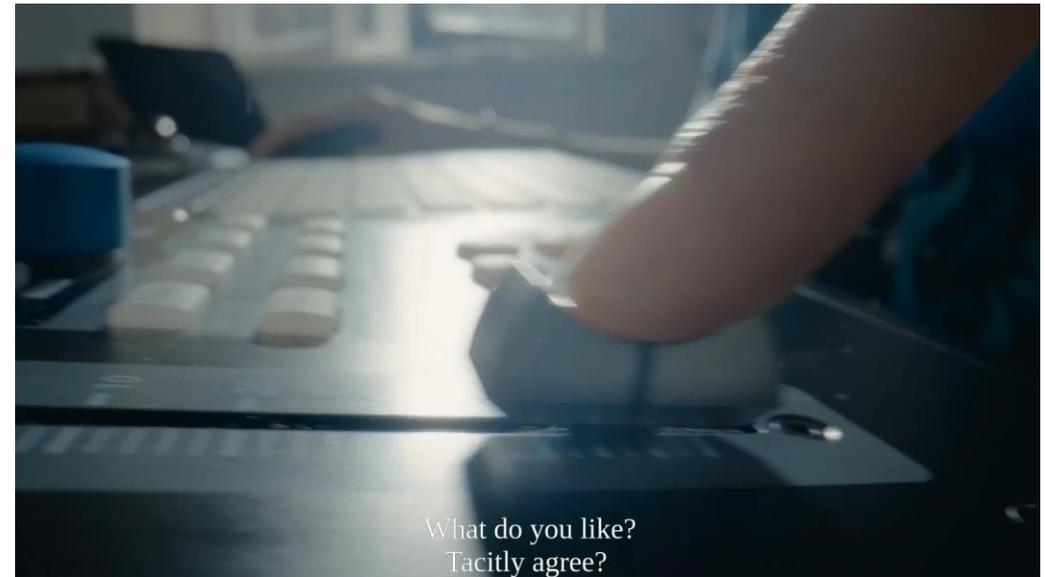
PLATFORMS THAT WERE USED



Pepsi PTC contained three parts:

Invitation
Test
Celebration

For the media support two videos were filmed with local faces to show that everyone is identical and special. Every person is **creative, bold and stylish.**



With only two months of air all media indicators were higher than planned



Impressions:
16 891 630

Reach:
6 100 506

Freq:
2,8



Impressions:
29 008 883

Reach:
3 087 361

Freq:
9,1



Impressions:
85 202 067

Reach:
5 706 993

Freq:
14,9

Impressions	Reach	Frequency
130 102 580	8 583 806	15



Thank You!

