



VM 2011 global
Leadership
summit





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The Pepsi Refresh Project

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pepsi refresh project

The Pepsi Refresh Project is...

- NOT a charity program
- NOT a digital program
- NOT a campaign



It's a new way of doing business...

We are changing the conversation from “value” to VALUES.

Millennials



- 86% of Millennials will choose a charitable company over one that's not
- 88% of 18-24-year-olds would switch brands if the other brand is associated with a good cause

Adults & Female Boomers



- 76% of Female Boomers will choose a charitable company over one that's not
- 66% of Female Boomers say they decide which brand to buy based on business practices



Everything starts with our consumer

Pepsi is for people who are
THIRSTY FOR A NEW CHALLENGE
...for the Young & Young-at-Heart

They believe in
doing...not
being!

They know that
their time is now!

They thrive on
challenge!

They never
settle!

They look forward!

They get excited by life's
possibilities and have fun
doing it!

Global mindset...in
my town!



...And the role that Pepsi plays in their lives



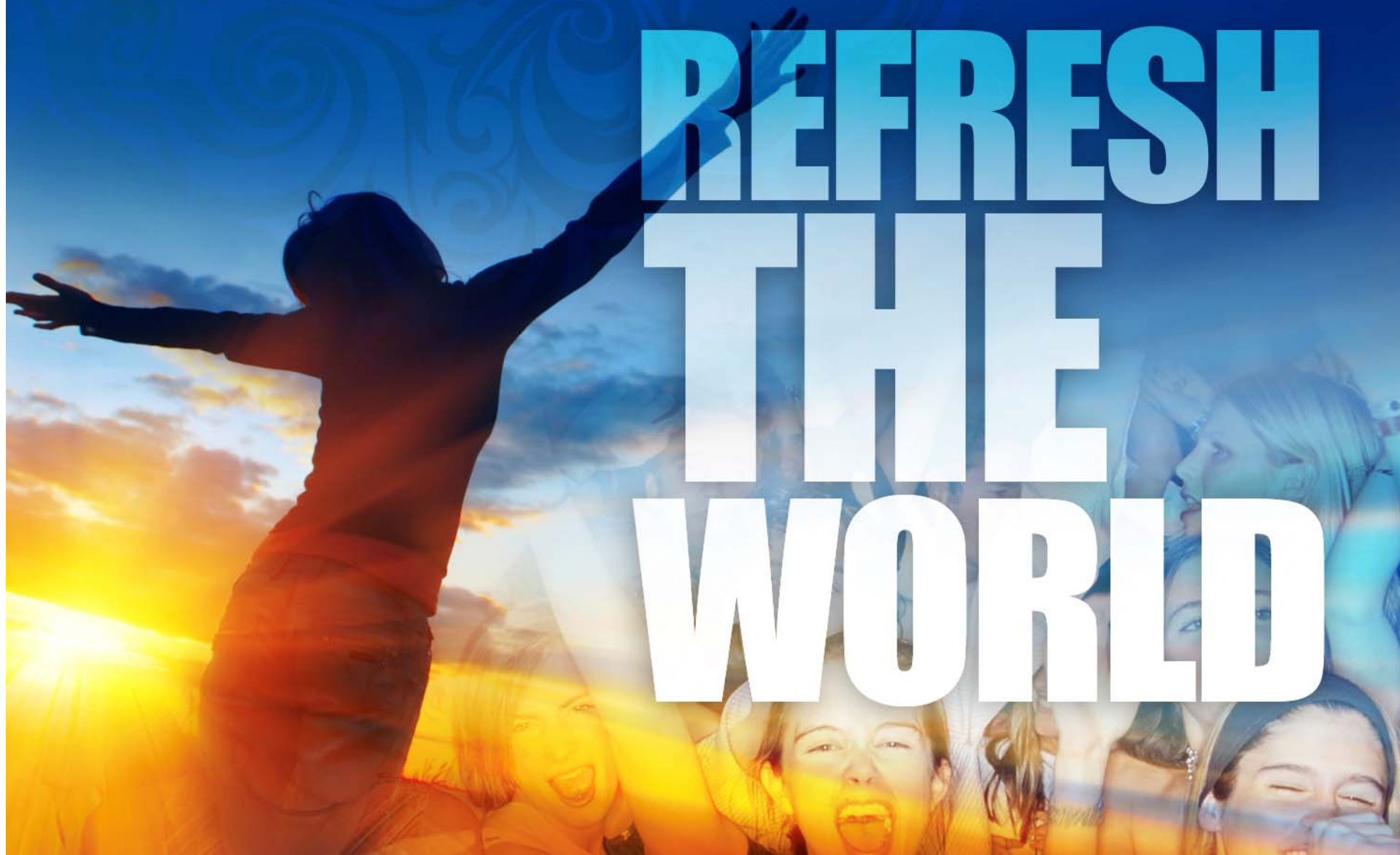
FUELING THEIR PASSION FOR WHAT'S NEXT



WE HAVE A MISSION, A CHALLENGE, A DREAM



REFRESH THE WORLD



The Pepsi Refresh Project Approach



\$20MM distributed in different ways

RE.com



Media Partners



System



Celebrities



...awarding grants of different sizes & categories

\$5K

Up TO 10/mo.

Best for *individuals* who need to get an inspired idea off the ground.

\$25K

Up TO 10/mo.

Best for *individuals and small groups* who can work lean and mean.

\$50K

Up TO 10/mo.

Best for *companies and organizations* who can put time into it.

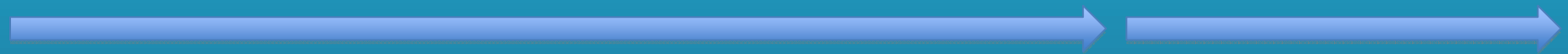
\$250K

Up TO 2/mo.

Best for *organizations* who can dedicate a lot of time and resources.



Program Process Overview



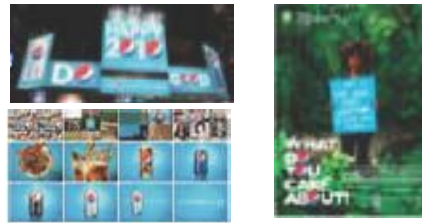
Monthly Cycle

On-Going



In 2010, the Refresh Project was a Multi-Channel Initiative...

1. Creative



2. Media



6. Retail



5. Grassroots

- SXSW Digital & Music
- Idea Workshops - Urban Markets



4. Digital – Web, Mobile and Social Media



3. National and Local Public Relations





Engagement Results

Refresheverything.com Interaction

- 6.7 million registrants on refresheverything.com
- Over 82.5 million votes
- Over 13 million unique visitors

Conversation

- 3.29 billion earned media impressions
- \$66.6 million in earned media value

Social Media Platforms

- Facebook: 11x growth
- Twitter: 3x growth

Business Results

Impact of PRP Awareness on TM Pepsi KPIs

	<u>Aware vs. Unaware % Diff</u>
Consideration T2B	+10
Brand I Desire	+11
For Someone Like Me	+15
Offers Comfort of a Fav Brand	+11
Is High Quality	+12

Awareness vs. Comparable Programs

Pepsi Refresh Project	33%
Target Community Outreach	20%
The Citi Foundation	11%
Amex Members Project	15%

Implications for 2011 – Program Evolution

FROM  TO

Target everyone
(make it credible)

Target Millennials
(make it cool)

The fastest submitter
(1st 1,000)

5 Day Open Application
(1,500 selected via lottery)

Change-making institutions

Individuals & small organizations

No Direct Link to Sales

Direct Link to Sales

“Heal the world...”

“...and have fun doing it”

Key Takeaways

- Be authentic
- Experiment and Refine
- Need a long-term commitment