

Maximum Kick, Maximum Disruption

Breaking every in-store barrier and redefining rules of marketing at retail, PepsiCo launches its new Cola Pepsi Max with utmost panache. With a very disruptive campaign, the launch sweeps you off your feet. Larger than life elements; Max attitude; completely premium; it's the Pepsi Max style of communication.



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Catching attention is one thing, but disrupting it and earning it is a different story altogether. Yes! When it comes to advertising tactics we are surrounded by things that catch our attention, we give it a look and then move on. But what can possibly compel us to just give more than a look is pure 'Disruption'. That is what the launch of Pepsi Max is about.

Pepsi Max, the latest addition to the Rs. 10,000 crore branded beverage market in India is being launched in a phased manner in India, starting with Delhi and NCR. Pepsi Max offers more Cola

stimulation along with No Sugar, is loaded with attitude and designed for those seeking the 'Maximum Kick, No Sugar' experience! Pepsi Max addresses the need states of the urban young adults who are lifestyle oriented, fitness conscious, seeking a variety of food and beverage options but not willing to compromise on taste. Pepsi Max targets this section of young adults who believe in getting more out of every moment and will ride the wave of growing health trends. Pepsi Max is available in an iconic, cool and edgy black packaging comprising of can and PET Packs. The 250ml can is priced at an introductory price of Rs 15/-, the 330ml can is priced

at Rs 25/- and the 500ml PET is also priced at Rs 25/-.

The Pepsi Max launch has been supported by a 360 degree plan with 'disruption' at its core. Consumers have been greeted with a larger-than-life outdoor campaign that has already won 'Campaign of the Month' Award for Outdoors in 3 weeks of presence in August 2010. A promotion called 'Why Mix it if you can Max It', has been introduced in leading clubs and bars of Delhi wherein PepsiCo has done a complete block-out so that Pepsi Max will be the only non-alcoholic beverage being served at the venues. The promotion has generated tremendous



buzz by creating word of mouth publicity for the brand, and as a result, the crème-de-la-crème of Delhi is now seen carrying a Pepsi Max. What's more, Max's in-store presence has taken this launch to a totally new level!

‘Once again, the brand breaks clutter at Retail. Whether it is traditional trade, modern trade or airports and other on premise locations the brand makes its presence felt in a completely disruptive and unexpected manner. Across all POSM Max uses a clean core look with stunning black that highlights its iconic beer-bottle-shaped-pack, its message of ‘Maximum Kick, No Sugar’ and the funky brand signature ‘Max It’.

Some spectacular elements used across channels in retail and spotted around stores in NCR are shown below.

Modern Trade Channel



Experience End-Cap

Differentiated element that has an embedded TV Screen that plays the brand commercial and therefore catches consumer attention even in high traffic zones.



Wave Display Unit

This large cola splash grabs eyeballs as it intercepts lobby spaces in medium-large format stores.

Traditional Trade Channel



Mounted Counter Top

This element is unique in that it stocks product in the vertical space in mounted form – usually the space that carries the brand message.



Innovative Trade Letter

What a way to introduce your brand to Trade! This trade letter opens up in different ways to show different content each time – pictures of Max packs, letter from the company, prices of SKUs etc – much like the colours of the age old Rubric's Cube.

On-Premise Channel



Sampling Unit

Based on the concept of a mobile bar, this interesting kiosk, samples Max to consumers with full fanfare of a bar tender juggling and dishing out Max shots, promoters in spectacular LED T-shirts talking of the Max experience accompanied by a rock band that sets the tone every weekend.



Giant Product Display

A giant display of Pepsi Max cans stacked together to create the shape of a Max bottle has helped create distinct Max spaces in premium on-premise locations.

PepsiCo has worked with several agency partners such as GMT, Trans Global, Percept and RAMMS on this project.

It is believed that a Cola launch is a rare phenomenon, with a market so tough. Thus with Pepsi Max we see the rare happen and how! It is with this disruption that the true power of 'marketing at retail' is realized ■