

4:- Pepsi street-ad



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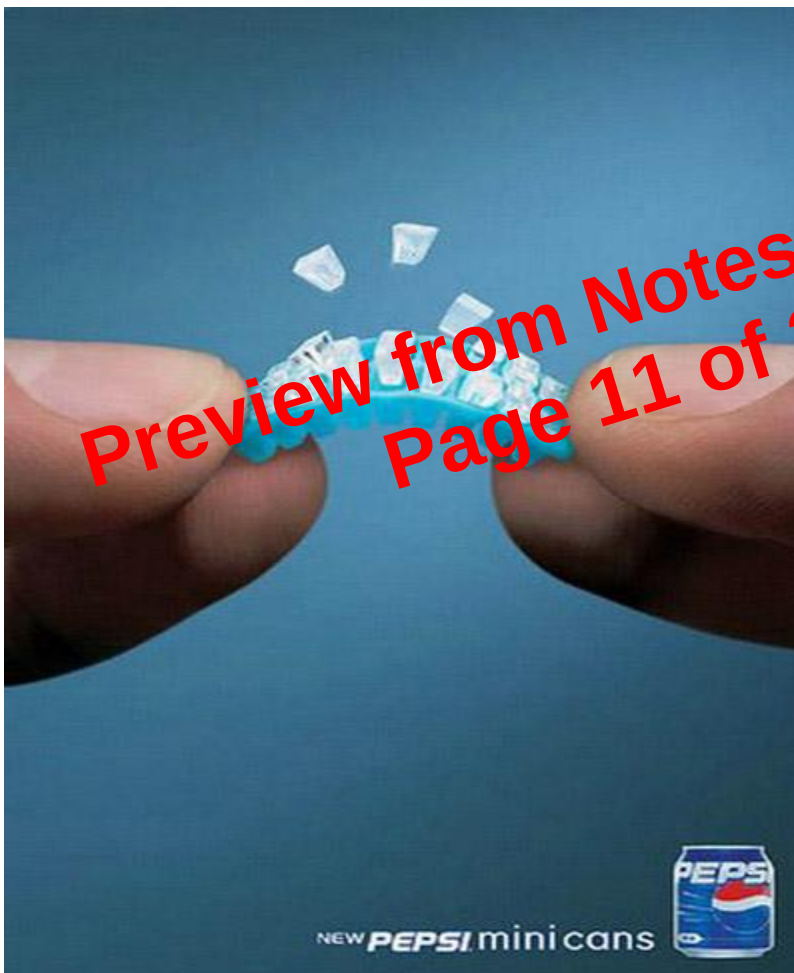
5:- Pepsi iPod advertisement



6:- Pepsi Pool



7:- Pepsi mini cans



Placement of “Youngistaan Campaign”

The campaign was first launched on T.V during the tri-series matches in February.

The campaign is launched with 360-degree activation across radio, outdoor, modern trade, and Web and wireless platforms.

Pepsi has launched a website for Youngistan inside the Pepsi Cool Zone and is planning to make it a responsive peer group site where youngsters can visit and make comments on any topic.

Pepsi Youngistan is also sponsoring “Wassup Youngistan” on MTV, a show where youth can voice their thoughts.

Advertising Agency of “Youngistaan Campaign”

JWT (J. Walter Thompson) is the advertising agency of Pepsi Youngistaan Campaign. The idea is fast climbing the popularity charts. The seed of ‘Youngistaan’ germinated through a recent TV campaign featuring the ‘Saawariya’ kd, Ranbir Kapoor, the present heart-throb of millions, Deepika Padukone, and the ever-so-smart and smashing SRK.

PepsiCo India Executive Vice-President, Marketing (Cola), Sandeep Singh Arora, while commenting on the new campaign said, "The new campaign targets the youth of the nation, not only youngsters but also people young at heart. ‘Youngistaan’ represents a never failing attitude, desire to take on challenges and the power to turn things around."

Expressing his opinion regarding the ‘Youngistaan’ concept, Hari Krishnan, Vice-President at JWT, said, "Youngistaan is a feeling that is racing through every youthful nerve in the country today. Brand Pepsi will simply tap this energy and help the youth express this emotion."