

Pepsi – Oye Bubbly

Campaign Objectives

- ❖ Amplify Pepsi's Oye Bubbly TVC and Jingle by leveraging Web and Wireless Medium

The Yahoo! Solution

Web

- ❖ Pepsi Zone (<http://www.pepsizone.yahoo.co.in>): Pepsi's online destination in India carried a two pronged promotion. The first was a viral promo of forwarding the Bubbly MP3 to 5 friends. The other half was a fun Bubbly Game with elements of the TVC – burger, guitar etc to synergize with the on-air commercial.
- ❖ Additional engaging content was provided through exclusive Audio Visual content in form of Behind the Scenes footage and downloads. This completed the offline connect to the TVC.
- ❖ This promotion was backed by innovative media across Yahoo!, targeted to Pepsi's core TG, the 14-34 year old Netizens.
- ❖ The big Pepsi Giveaway was 3 months supply of Pepsi and 1,000 Bubbly CDs.

Wireless

- ❖ Free downloadable Bubbly ring tone was made available to mobile users in partnership with Y! Mobile.
- ❖ The Free Bubbly Ringtones Offer was promoted by Pepsi on their Oye Bubbly TVC.
- ❖ The Promotion was supported by Yahoo Mobile marketing push on 8243 and through editorial plug ins on Yahoo! Mobile Content.
- ❖ Pepsi Pyaas SMS Club kick started with the Bubbly promo, giving the users an option to become a member and receive alerts and offers.



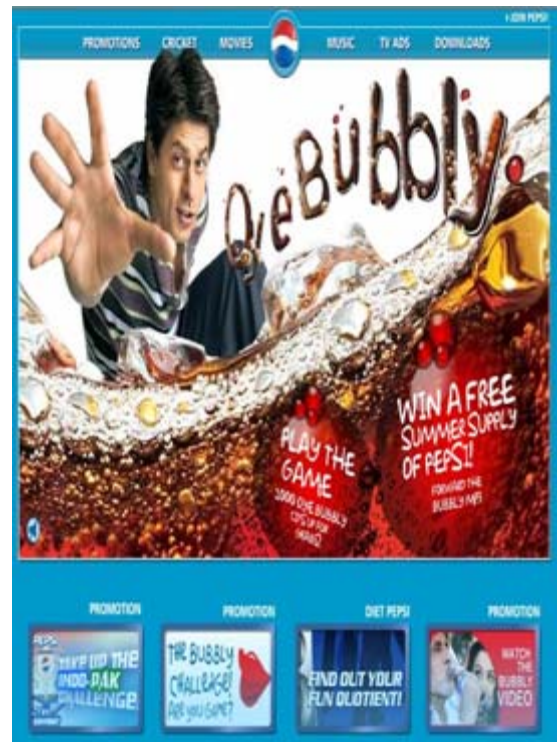
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Results and Summary

- ❖ 766,654 users from Yahoo! India visited the promotion on Pepsi Zone
- ❖ 123,550 users participated in the promo
- ❖ Oye Bubbly online ads received 1.1 billion impressions and were highly effective in generating interactions with the main ad unit on Yahoo! received a CTR of 6.08%.
- ❖ The monthly newsletter of Pepsizone, received a 86% open rate.
- ❖ Over 70,088 users viewed the “Making Of Bubbly” content
- ❖ The online promotional pages clocked 1.15 million page views
- ❖ Total Monophonic Oye Bubbly ring tones downloaded – 1.09 million
- ❖ Total GPRS content (wallpapers, polyphonic tunes, etc) downloaded – 59,684
- ❖ No. of users who have participated in mobile activity on “pyaas” – 1.2 million
- ❖ 111,507 users have joined the Pyaas club!

Campaign Summary

- ❖ The Bubbly activity- both online and SMS, proved to be the biggest success for Pepsi Technology marketing in India, so far. This performance prompted Pepsi to launch a phase II of this activity with multiple remixes of the immensely popular bubbly tune.
- ❖ Bubbly on 8243 and Pepsizone.yahoo.co.in proved the efficacy of Internet and Wireless as powerful legs to deliver a complete 360 degree communication to the Target Audience.



Client Quote

Bubbly promotion was the biggest for the year '05 for Pepsi Foods India Ltd. Yahoo!'s ideation on the mobile and online promo has put us in the fore front in the mobile and online medium."

Trivikram Thakore,
GM Marketing
Pepsi Foods Private Limited