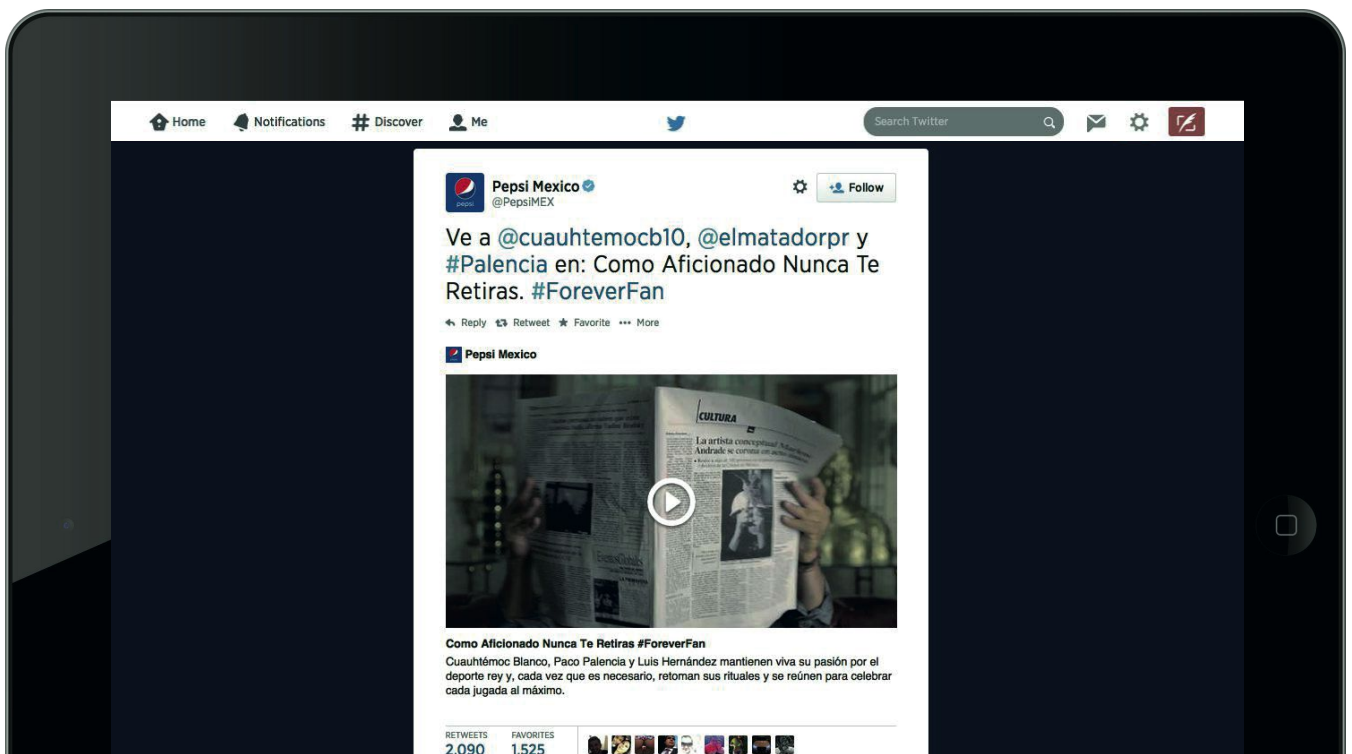




Pepsi launches on Twitter its Pepsi Fútbol campaign “Como Aficionado Nunca te Retiras” (“As a fan you never give up”)

The brand reaches interaction and engagement with its audience on Twitter with a strategy that involved influencers and targeting by interests.

Pepsi is the soft drink that belongs to the PepsiCo company, which offers one of the biggest food and beverages portfolios in the world including 22 different business lines that generate more than a thousand million dollars in annual sales each. The main businesses of PepsiCo, Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi Cola, produce other food and beverages and have a presence in more than 200 countries around the world.





CHALLENGE

Pepsi Mexico wanted to use its new Pepsi Fútbol campaign “**Como Aficionado Nunca te Retiras**” to connect with audiences in a human way to generate reach and engagement on Twitter.



SOLUTION

How can a beverage company extend a TV spot on Twitter to maximize views and engagement?

1 PROMOTED TWEETS & VIDEO CARD

Pepsi chose Twitter as the first and principal media platform to launch a new TV spot. The brand used Promoted Tweets with Video Cards to launch its campaign #ForeverFan, an alignment to the song “Forever Young” that played during the TV spot, with the slogan “Como aficionado nunca te retiras.”

2 INFLUENCERS

For this campaign, @PepsiMEX partnered with retired Mexican soccer stars such as Cuauthemoc Blanco (@Cuauthemocb10), who has more than a million followers. To mobilize this large fan base, the brand whitelisted @Cuauthemocb10 Tweets about the #ForeverFan campaign.

3 SEGMENTATION

This campaign’s segmentation was based in @handles and interests such as sports, events, games, music and radio, among others.

THE PARTNERS

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@PepsiMex developed the campaign #ForeverFan with the agency Clarus Digital (@ClarusD).

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TESTIMONIAL



“Pepsi and Twitter have a lot of things in common. Both of them inspire people to overstep boundaries and to connect with the moment, now and here. Vive Hoy is much more than Pepsi’s slogan. It is an invitation to take the best of each moment and that is why Pepsi uses Twitter to bring together the moment’s conversation with the most relevant content. It builds a direct channel between the topics of interest of people and Pepsi’s point of view, integrating the brand to the debate. This is how Twitter becomes an essential screen to present and launch our messages without mattering if the content lives in other platforms different than Twitter.”

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Gustavo Reyna
 Consumer Engagement Marketing
 Pepsi México

TIP DE ACCIÓN



PROMOTED TWEETS

@PepsiMEX used the Promoted Tweets with Video Cards to reach fans and generate engagement with the #ForeverFan campaign.





RESULTS

+16 K

Video Views of
the Promoted Tweet

+13 K

of the views were
100% of the video

+447 K

Impressions

4,9 M

visualizaciones totales

4,07%

engagement rate



This Promoted Tweet had an engagement rate of 4.07%, two times more than the country's benchmark.

Twitter was ranked as the second video traffic input.





KEYS TO SUCCESS

#01

USE TWITTER CARDS TO ENSURE CONTENT IS FRONT AND CENTER IN THE TIMELINE.

A main goal of this campaign was to drive views and conversation around @PepsiMEX's #ForeverYoung commercial. Because Video Cards streamline playback and bring a one-tap viewing experience to users' timelines, they were the perfect tool for engaging users with this campaign.

#02

#02

PARTNER WITH INFLUENCERS TO MULTIPLY YOUR RESULTS.

@PepsiMEX amplified the reach of this campaign by promoting Tweets from @Cuauthemocb10. This enabled the brand to connect with the many followers of this soccer star to generate impact and take its message to a next level. This practice, called whitelisting, is a different and simple way to give credibility to your brand and connect with users through the people they look up-to.

#03

JOIN GLOBALLY RELEVANT CONVERSATIONS BY USING A VARIETY OF TARGETING TACTICS.

@PepsiMEX used interest and @username targeting to reach a global audience. Promoted Tweets were targeted to interest categories such as sports, events, games, music and radio. @PepsiMEX also targeted Promoted Tweets to users similar to the followers of accounts such as @clubamerica, @FutDeEstufa, @nicolopmar and other Mexican influencers.



Contact us to learn more about the possibilities that Twitter offers for your business.

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