

Visual disruptions



PEPSI

“My Can My Way” Campaign



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“My Can My Way” Campaign

*Campaign aims to coin a new phrase
“Youngistan”*

where Youngistan is not a place, it is an Attitude.

- Pepsi’s mass campaign with Boat creative - “My Pepsi- My Way” executed around Diwali period in a cluttered OOH environment got enough registration and helped build brand salience.
- Use of Back 2 Back printing and blocked out execution gave a neon like execution appeal to the displays.





Total Number of Markets (cities): 15
We managed to provide Scale (across 15 towns
and 22 units in 10 days)

Cost effective Innovation (at 40% cost as compared to neon) to
the campaign.



MOUNTAIN DEW

“Darr ke aage jeet hai”



MOUNTAIN DEW

“Darr ke aage jeet hai”

Campaign shows the attitude of
Youngsters!!!

- Campaign shows the replication of TVC and aims at youth for bravery.
- Innovations (like helicopter)
- Total Number of Markets (cities): 6
- Duration of the campaign: 1 month

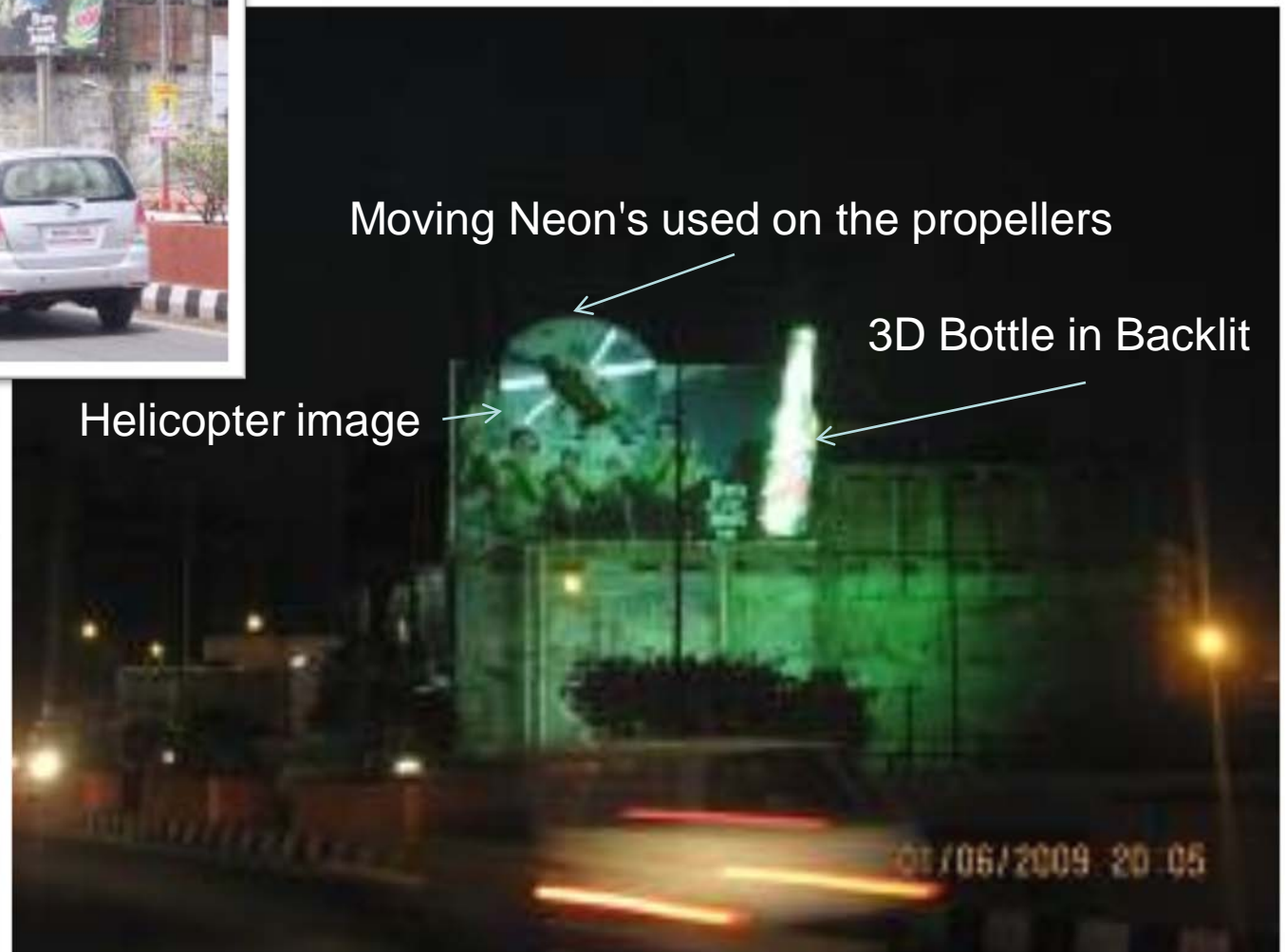




Moving Neon's used on the propellers

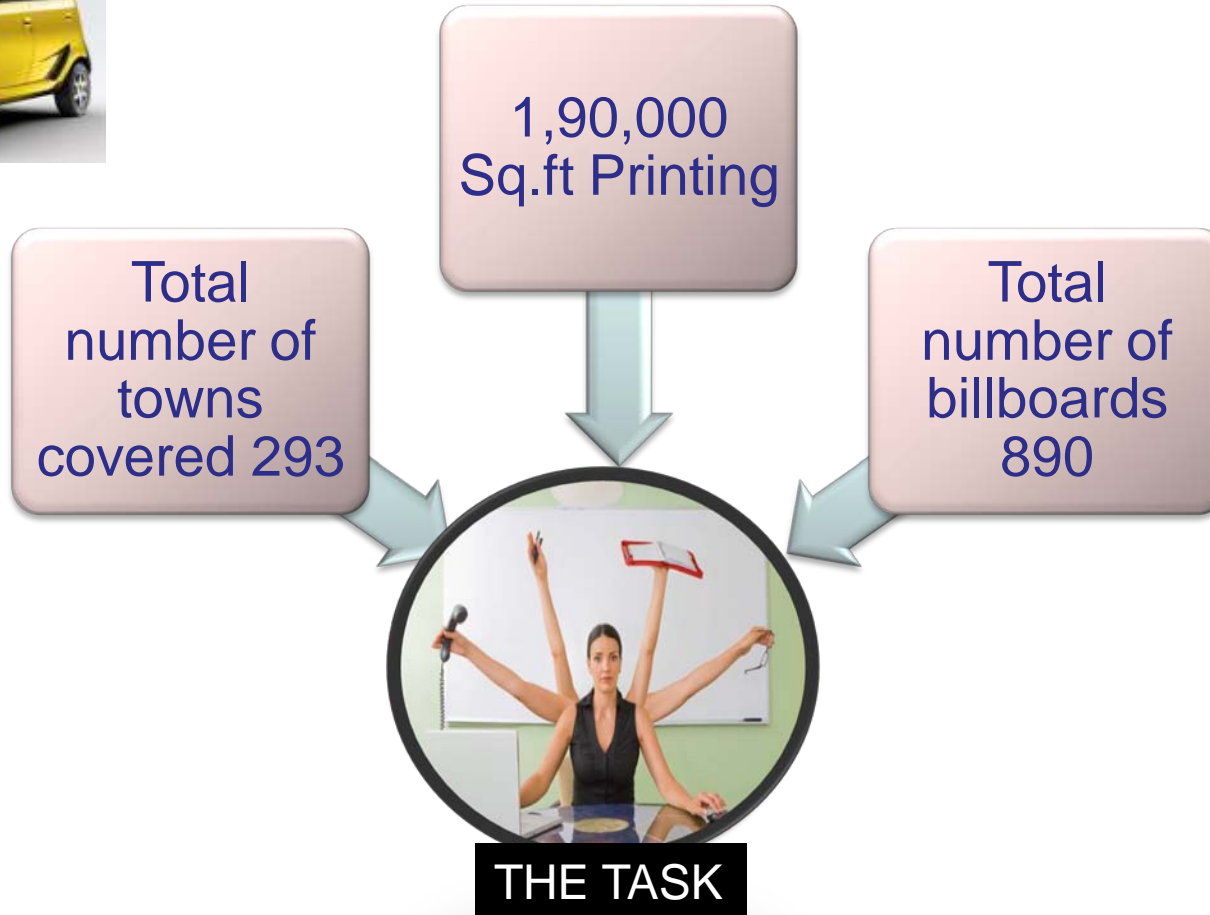
3D Bottle in Backlit

Helicopter image



Walk the talk...

Case study on Turn around time





- Day 1 : Brief received
- Day 3 : Plan Submitted
- Day 5 : Plan Approved / estimate signed
- Day 5 : Branches briefed

(5 days)
Brief to Campaign

(5 days)
Creative to Printing

- Day 1 : Site Selection
- Day 4 : Site Selection Complete
- Day 5: Creative received
- Day10 : Printing completed

- Day 1 : Prints dispatched
- Day 6 : Mounting completed

(5 days)
Print to Installation

