

Pepsi World Cup Campaign

Leveraging sponsorship activity to increase product dwell time

Objectives

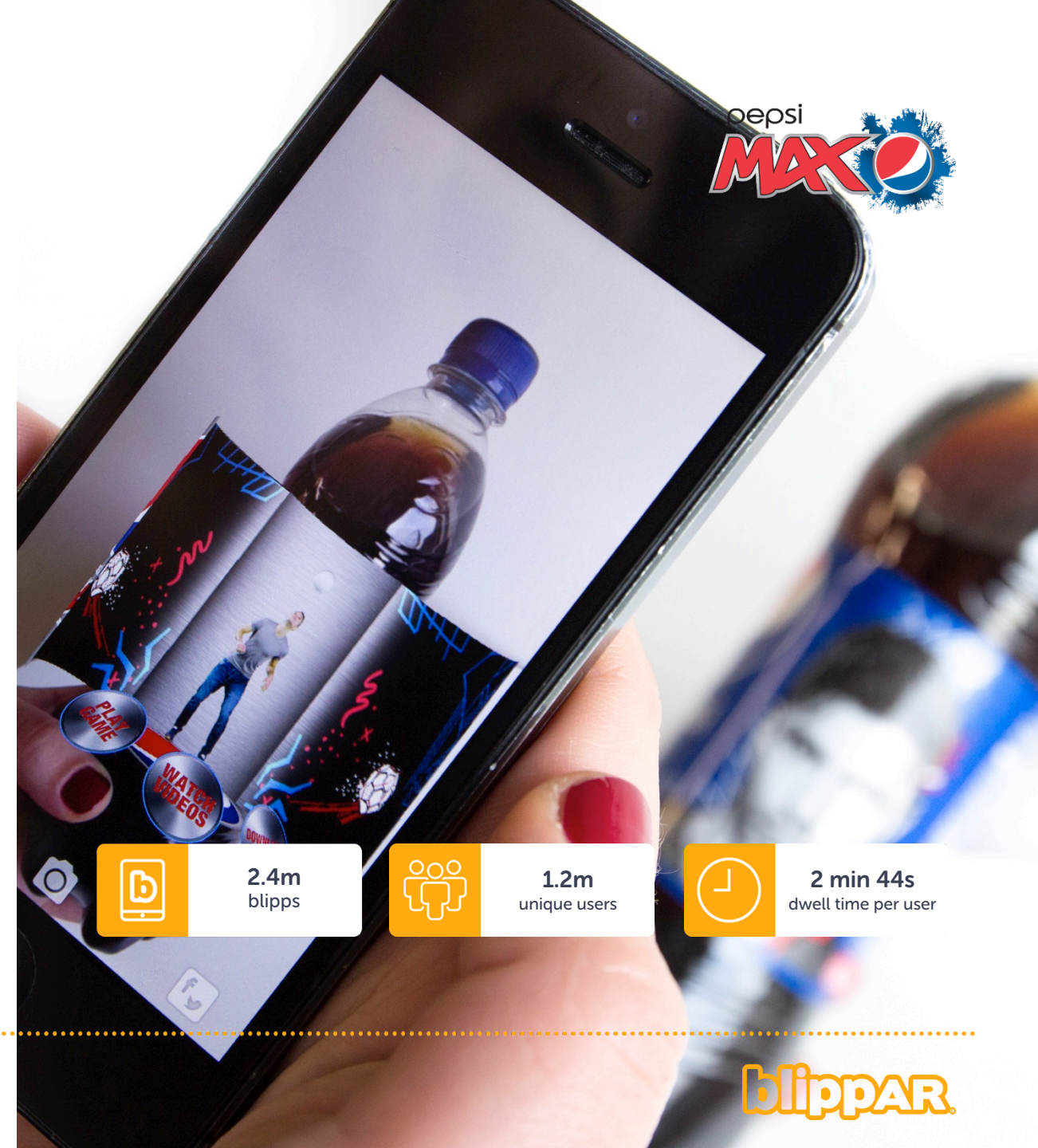
- Boost engagement with physical Pepsi products
- Reinforce association between Pepsi and unbelievable moments
- Bridge the brand's identity with top football talent

Solution

- Entire Pepsi MAX range of products made blippable (240m products), plus in-store POS
- Play augmented reality football game directly from the product
- Watch exclusive videos, download 'Pepsi Beats' album

Activation

- Markets: UK, Ireland & Holland
- CTA on the bottles and in-store
- Social Media



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Pepsi World Cup Campaign

See it come to life.



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AIM & FRAME
WHOLE IMAGE



WATCH
IT COME TO LIFE

