



**PEPSICO
LABS**

PEPSICO DEMAND
ACCELERATOR

Digital Marketing Program 2023

Our 2023 objective is to develop **foundational and transformative** terrains that will elevate PEP marketing globally

Terrain	Cultural Interceptions	Future-forward Personalized Creative Development	Media Planning & Optimization
Objective 	Strategically insert PepsiCo brands into tech-enabled emerging channels relevant to consumers today	Infuse attributes of our audience to dynamically automate the creative development process	Optimize media planning and execution to enable PEP to be an industry leader
Focus Areas 	<ul style="list-style-type: none"> ❖ Live & blended experiences (Music, Sports) ❖ Big Screen Content (Streaming) ❖ Sports, Gaming ❖ Influencers 	<ul style="list-style-type: none"> ❖ Content Development ❖ Agility and Efficiency ❖ Leverage 1P Data ❖ Engagement & LTV 	<ul style="list-style-type: none"> ❖ Media Plan Visibility & Accessibility ❖ Media Planning optimization ❖ Performance marketing solutions ❖ More effective buying strategies
Partner with organizations with diverse management and/or DEI focus that strategically help grow PepsiCo's cultural relevance			
Potential Use Cases 	<ul style="list-style-type: none"> • Connect with the next generation of sports fans • Tap into micro-communities in a scalable way • Enable trend identification & ability to quickly activate 	<ul style="list-style-type: none"> • Easily develop and deploy personalized creative • Find a scalable, turnkey solution to truly automate P@S • Enable AI content creation • Discover agile variation tools • Create efficient E2E solutions • Explore on-pack promotions for personalized experiences and direct consumer connection 	<ul style="list-style-type: none"> • Enhance media plan visibility across brands and campaigns • Recommend media plan enhancements • Create consistent media operations (taxonomy, governance, planning) • Performance Marketing solutions with transparency on cost structures • Provide offline and online effectiveness signals faster and with more depth • Competitive/Channel Benchmarking