



PEPSI® INTRODUCES UNIQUE #PEPSIMOJI DESIGNS IN AUSTRALIA

Invites Aussie Consumers to “Say it with Pepsi”

#SAYITWITHPEPSI – As a brand that has always been on the cutting-edge of culture and the voice of new generations, Pepsi® continues its campaign to spark unexpected conversations and action around the world with today’s truly global language – emojis. The global “Say it with Pepsi” effort launches today in Australia, following its successful introduction in other markets, including Russia, Canada and Thailand.

PepsiCo Australia & New Zealand Marketing Director Jenni Dill said, “With two billion global smartphone users sending six billion emojis daily, we’re thrilled to have our iconic brand bring a unique take to this truly global phenomenon. ‘Say it with Pepsi’ will come to life in the real world in the most unexpected ways, moving beyond the digital world into the physical world.”

The PepsiCo Design & Innovation Center created hundreds of PepsiMoji designs for a universal language system proprietary to the brand. In Australia, consumers will be able to find 35 PepsiMoji designs, including nine designs that reflect the unique nature of Australia and the Aussie consumer – from summer love and sunglasses to BBQ’s, football, cricket and surfing.

The conversation starting and socially sharable PepsiMoji designs are on Pepsi Regular cans and bottles, produced by Pepsi bottling partner, Schweppes Australia, and are now available in stores for a limited time only. A custom PepsiMoji keyboard with hundreds of PepsiMoji designs for mobile and social use will be available March 7 for free download on the Apple App and Google Play stores.

Beyond packaging, the brand is creating an entire PepsiMoji ecosystem, with an exciting, fully integrated “Say it with Pepsi” marketing campaign commencing March 1 to support the Australian launch. This includes TV advertising, eye-catching billboards and posters on buses and trams around Australia. It will also feature retail and in-store media, digital and social media and other exciting activations to encourage consumers to “Say it with Pepsi.”

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About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2013, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth in shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit www.pepsico.com.