



PepsiCo North America Beverage Brand Reinvention

PepsiCo North America Beverages is launching a brand reinvention strategy across its portfolio designed to breathe new energy into the beverage sector. Through an approach centered on unparalleled levels of commitment to enterprise wide innovation and “inside-out” sustainability efforts, PepsiCo North America Beverages is well poised to not only succeed, but lead, the industry forward.

Whether it is innovating around products, packaging or programs, PepsiCo North America Beverages is leading the beverage category forward in the areas that will make the most critical difference to future growth: sustainability, design, marketing, and of course, product development. While the beverage wars of past decades were decided by taste, victory in the current beverage environment will be predicated on innovation with purpose, maintaining an eye toward “inside out” sustainability and developing groundbreaking design. PepsiCo North America Beverages not only understands this new paradigm, but is helping define new standards of excellence that will drive the category forward.

Each product in the best-in-class PepsiCo North America Beverage brand portfolio (Gatorade, Pepsi, SoBe and Tropicana) has been re-architected to match the wants and needs of today’s consumer- and has a customized new ad campaign designed to help drive each product forward to new levels of growth.

Pepsi

Pepsi’s new “Refresh Everything” campaign reflects the brand’s heritage of embodying and fueling the spirit and optimism of youth. In the “Refresh Anthem” spot, Grammy award-winning artist Will.i.am performs legendary Bob Dylan’s “Forever Young” to a visual collage of iconic images celebrating generations past and present. The spot brings Pepsi’s “Every Generation Refreshes the World” brand belief to life while paying homage to the art, ideas and people who – with their talents and creativity – have impacted culture. This spot may air during the Super Bowl or thereafter.

Pepsi Max

Through the Pepsi Max brand, PepsiCo North America Beverages is leading the charge on refreshing the carbonated beverage arena. Pepsi Max has gone one hundred and eighty degrees from convention and has been positioned as the first diet cola for men. Where nearly every diet soft drink has been targeting women, PepsiCo North America Beverages is breathing new life into the category, with a brand specifically geared to men.



In the spot entitled "I'm Good," Pepsi Max taps into the truth that while men can tolerate a lot of pain, what they have not been able to stomach is the taste of a traditional diet soft drink. Through a series of hilarious vignettes of men in different "painful" situations, the men reassure their buddies they are ok, uttering the phrase, "I'm good," while illustrating the fact that the pain of drinking diet cola is now soothed by the refreshing taste of Pepsi Max.

The Pepsi Max ad will engage male Super Bowl viewers and communicate its superior taste in comparison to average diet colas.

SoBe Lifewater

Through the reinvention of the SoBe Lifewater brand, PepsiCo North America Beverages is weaving the identity of the enhanced water into today's new American culture. Redesigning the brand's image from the inside-out, the process began with new packaging and ground-breaking product innovation that included a new bottle and the launch of the first zero-calorie, naturally sweetened enhanced water in the U.S.

Bringing to life PepsiCo North America Beverage's new vision for the brand, SoBe Lifewater is featured in what is arguably the first-ever Super Bowl advertising cross-over event. The ultra-hip SoBe Lizards mark their return to the Super Bowl as part of the first-ever all 3D Super Bowl commercial break event. In addition to the debut of DreamWorks Animation's premier 3D movie trailer for its upcoming feature film, "Monsters vs. Aliens," the timeslot features a commercial for SoBe Lifewater, with the SoBe Lizards and characters from "Monsters vs. Aliens" dancing with NFL idols Ray Lewis, Justin Tuck and Matt Light.

With more than 125 million pairs of 3D glasses produced by Intel being distributed via 25,000 SoBe Lifewater retail displays across the U.S., the ad enables active engagement between Super Bowl viewers and the brand. Ultimately focused on listening and understanding today's market demands, SoBe Lifewater is bringing consumers into the conversation so that they can – together – usher in a new level of innovation.

Gatorade

As the category leader, Gatorade is redesigning everything from the sidelines to the shelf to appeal to a broader range of athletes and active people. Headlined by enhanced beverages in bold new packaging, the nation's leading sports drink is continuing to deliver the scientifically proven hydration and performance benefits that built the brand.

Beginning with a new packaging look that puts the letter "G" front and center along with the brand's iconic "bolt" on Gatorade Thirst Quencher, and enhanced beverages that take a bold new attitude with names like "Bring It," "Be Tough," "No Excuses," and "Shine On," the brand is purposefully shaking things up to help resonate with athletes and navigate through the challenges of today's marketplace.

With a series of signature television spots featuring 28 legendary athletes representing 14 sports who have made their mark on sports and culture over the past six decades, the marketing communications campaign introduces "G" as defined in the Gatorade context as the "heart, hustle and soul of athleticism." G is a badge of pride for anyone who sweats, no matter where they're active. Through a robust strategy to drive consumer intrigue, the campaign will naturally evolve on one the world's biggest sports stages: the Super Bowl.



Tropicana

Tropicana launches a historic integrated marketing and advertising campaign for its Tropicana Pure Premium Orange Juice designed to reinforce the brand and product attributes, rejuvenate the category as a whole and help consumers re-discover the health benefits they get from drinking America's iconic orange juice brand. For the first time, Tropicana Pure Premium orange juice will be branded "100% Orange," which will be featured as a bold, new graphic on all packaging to remind shoppers and consumers alike that Tropicana Pure Premium is squeezed from fresh oranges, has no added sugar or preservatives and is the pure and natural choice for their families. In addition to the new branding, a proprietary fresh cap, designed to look like an orange is "squeezed" into every carton, will be another visual signal of the brand's natural, health benefits (available in March).

To complement the new branding and packaging, the bold advertising campaign, entitled "Squeeze -- It's a Natural," plays up the functional benefits of orange juice (the fruit servings, daily supply of vitamin C, good source of potassium) and the strong emotional connection and positive ritual associated with starting each morning with a glass of Tropicana orange juice.

The campaign aims to communicate that Tropicana knows the value of a good squeeze through images including families and couples hugging-which reinforces the notion that Americans can get their juices flowing in a good squeeze.

About PepsiCo North America Beverages

PepsiCo North America Beverages (NAB) is the beverage division of PepsiCo, Inc. in the United States and Canada. NAB's portfolio features market-leading liquid refreshment beverages including the Pepsi, Mountain Dew, Sierra Mist and Mug trademarks in the carbonated soft drink category and the Gatorade, Propel, Aquafina, SoBe, Tropicana and Naked Juice trademarks in the non-carbonated arena. PepsiCo NAB also produces and markets North America's best-selling ready-to-drink iced teas and coffees, respectively, via joint ventures with Lipton and Starbucks. For more information, please visit www.pepsico.com or www.pepsiproductfacts.com

About PepsiCo

PepsiCo (NYSE: PEP) is one of the world's largest food and beverage companies, with 2007 annual revenues of more than \$39 billion. The company employs approximately 185,000 people worldwide, and its products are sold in approximately 200 countries. Its principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. The PepsiCo portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales. PepsiCo's commitment to sustainable growth, defined as Performance with Purpose, is focused on generating healthy financial returns while giving back to communities the company serves. This includes meeting consumer needs for a spectrum of convenient foods and beverages, reducing the company's impact on the environment through water, energy and packaging initiatives, and supporting its employees through a diverse and inclusive culture that recruits and retains world-class talent. As a member of the Dow Jones Sustainability World Index (DJSI World) and the Dow Jones Sustainability North America Index (DJSI North America), PepsiCo is a recognized leader in sustainability. For more information, please visit www.pepsico.com.