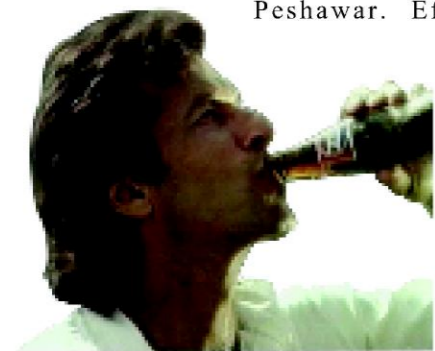




**MARKET**

Pepsi Cola is the leading Carbonated Soft Drink (CSD) brand in Pakistan. While Pepsi Cola International (PI) dominates the CSD market with a market

share of 67%, brand Pepsi has 26% market share. At present, Pepsi Cola is a household name that is synonymous with cricket and music in Pakistan. However, this was not the case in the mid 1980's when PI entered the Pakistani market. At that time there was a role reversal situation, where our global competitor dominated the market with significant market share. However, one shop after the other, Pepsi increased its distribution and with the help of its dedicated bottling partners, established one of the best distribution networks in the country. Today, brand Pepsi is available from Karachi to Peshawar. Effective



distribution coupled with clutter breaking advertising laid the foundation for robust, bold and effervescent cola that became the true representative of not only the youth but of the entire nation. Last year, Pepsi Cola International sold almost three times more volume than the biggest competitive CSD brand in Pakistan.

**ACHIEVEMENTS**

Since its formal launch in 1984, Pepsi Cola has crossed many milestones and received several accolades. The volume and numbers speak for themselves. Pakistan is the 6th largest Pepsi selling

country in the PI world. Last year, Pepsi Cola won the 'Brand of the Year Award' for the best performing brand in Pakistan within the beverage category for the year 2006-07. Within the PI world, PI Pakistan won the most coveted Donald M. Kendall Award in the Developing Market Category. Pepsi Cola is the official soft drink partner for Pakistan Cricket and is the official beverage sold in Pakistan

International Airlines.

All said and done, our biggest achievement is the support and loyalty of our consumers, who have always supported us in our initiatives and made Pepsi one of the biggest brands in Pakistan. A

simple example of which is that even in today's media clutter, approximately 6 out of 10 people recall Pepsi as the first brand that comes to their mind when asked. This ratio is almost five times higher than its biggest competitor.

**HISTORY**

Caleb Bradham a pharmacist of New Bern, North Carolina was the inventor of Pepsi Cola. Like many pharmacists at the turn of the century, he had a soda fountain in his drugstore, where he served his customers drinks he created himself. His most popular



beverage was something he called "Brad's Drink" made of carbonated water, sugar, vanilla, rare oils, pepsin and cola nuts. "Brad's Drink", created in the summer of 1893, was later renamed as Pepsi Cola in 1898 when the pepsin and cola nuts were included in the recipe. In 1898, Caleb Bradham wisely bought the trade name "Pep Cola" for \$100 from a competitor from Newark, New Jersey that had gone broke. The new name was trademarked on June 16th, 1903. Bradham's neighbour, an artist, designed the first Pepsi logo.

**THE PRODUCT**

Pepsi is the magical cola, that not only tastes great but lifts your mood, gives you the kick you need and above all, it's always fun to drink. In Pakistan, Pepsi Cola is available in both single serve and multi serve SKUs. While we have the single serve glass bottle, cans and PET bottles for individual consumption, we

have 1 L, 1.5L, and 2.25L PET bottles that offer the consumers, convenience and economy for in-home consumption.

In 2004, Pepsi launched Pakistan's first Diet cola brand, "Diet Pepsi", which is a half caloric cola for the health conscious consumers. In 2006, Pepsi launched Pepsi Twist which was based on the consumer insight that consumers drink Pepsi with a hint of lemon while having it with meals. This shows that Pepsi keeps its hands on the pulse of its consumers. Most recently, Pepsi has launched Pepsi Max, which is a zero sugar cola that offers its consumers the same great taste of a regular Pepsi Cola.

Innovation has been the core aspect of the Pepsi brand. Be it in form of product or packaging innovations, Pepsi has lead from the forefront in bringing to its consumers great tasting products in convenient

and trendy packaging designs.

**PROMOTION**

Both globally and locally, Pepsi Cola is known for its top-notch advertising which is based on consumer insights. Key brand values of fun, irreverence, daring and youthfulness are always an integral part of the communication. Furthermore, Pepsi Cola is globally known to have worked with some of the most renowned celebrities, from Michael Jackson to Adnan Sami Khan in the most creative manner.

Pepsi's association with music and cricket has been a part of our advertising since we came to Pakistan. Pepsi Cola was the pioneer in endorsing music and cricket stars in the beverage category. In 1980's when we launched in Pakistan as Pepsi Cola – the choice of a new generation, our ads featured Pakistan's cricket legend, Imran Khan. From that point onwards there was no turning back. Then came the music sensation, Vital Signs, and their song that became almost the second anthem of Pakistan, was made immortal with the "Pepsi Pepsi Pakistan" campaign. Other than that, many of the Pepsi ads have



featured singers and bands like, Junaid Jamshed, Strings, Haroon, Annie, Ali Zafar, Call and many more. In 1992, Pepsi's popularity sky rocketed when Pakistan won the Cricket World Cup and the Pepsi-Cricket association was further strengthened with this landmark victory. Apart from Imran Khan, legendary fast bowlers, Waseem Akram and Waqar Younis, and several other cricketers including Saeed Anwar, Shahid Afridi, Imran Nazir, Younis Khan, Kamran Akmal, Inzamam-ul-Haq and Shoaib Akhtar have featured in numerous Pepsi ads over the years.

Pepsi is also the official sponsor and soft drink of the Pakistan Cricket team. Each year Pepsi and PCB collectively organise school cricket championships to identify and train young cricket talent of Pakistan. The last Pepsi-PCB National School Cricket Championship was held in May 2008, in which more than 700 schools participated from all over Pakistan. It is Pepsi's aim to lay a solid foundation for our national cricket team. As 160 million people of Pakistan and Pepsi want Pakistan to excel in the game of cricket and win the next series



and the next world cup. Pepsi has added immensely to the star status of cricket celebrities with its energetic magnetism and popularity amongst Pepsi lovers. The famous Pepsi slogan "Yeh Dil Maange Aur" became so popular that it was heard in every street and corner of Pakistan, thus registering Pepsi as the brand which gives non-stop fun and entertainment.

**BRAND VALUES**

Active, trendy, popular and sociable is what the Pepsi brand stands for, which layers on to the core product values of taste, refreshment and fun.

Pepsi represents an experiential and exploratory world that caters to individuals with varied interests. Therefore, diverse personalities and identities will co-exist to form a new global youth community where one can 'be themselves and belong' rather than 'belong and conform'. Pepsi is seen as an increasingly empowering, connecting, and expressive brand, one that understands the difference between imposing, choosing and creating. Pepsi is truly the spirit of youth in a bottle that offers its consumers a life full of endless possibilities.



[www.pepsiworld.com](http://www.pepsiworld.com)

**THINGS YOU DIDN'T KNOW ABOUT PEPSI**

- Pepsi-Cola was invented by a pharmacist, Caleb Bradham, in 1898.
- Pepsi-Cola became the first company to advertise using sky writing in 1938.
- Pepsi-Cola advertised on television for the first time in 1950.
- Pepsi-Cola shook up the cola wars with the Pepsi Challenge in 1975.
- Pepsi was consumed in space for the first time aboard a space shuttle in 1985.