



MMA CASE STUDY



PepsiCo Brisksaber

Campaign Summary

PepsiCo's "Brisksaber" campaign was launched to drive downloads of the Brisksaber app across major mobile platforms and sales of LiptonBrisk Iced Tea.

Strategy and Execution

The Brisksaber mobile game let users battle as Yoda, Darth Maul, and several other characters from the new 3D version of *Star Wars Episode I: The Phantom Menace*. Players unlocked new characters or objects through special codes found under the caps of specially marked one-liter packs of Brisk Iced Tea.

PepsiCo wanted to increase the amount of time consumers spent interacting with the game and increase Lipton Brisk Iced Tea sales among males between the ages of 18 and 34. The Brisksaber app appealed to an active, engaged mobile gaming audience, marking the first time PepsiCo targeted this demographic using a mobile-incentivized ad strategy.

To launch its app installation campaign, PepsiCo tapped into a network of highly connected and active mobile gamers who largely fall into the brand's target market. Participating in the Brisksaber campaign was simple: consumers who wanted to add virtual currency to upgrade their current mobile games could download the Brisksaber app. After downloading and running Brisksaber, gamers not only earned the virtual currency they wanted, but they also discovered a fun new game. Users could also earn incentives through special codes which were printed on the product's cap. By entering the code, gamers unlocked hidden characters or objects to use in the game.

The campaign was conducted primarily through mobile advertising, with additional support coming from PepsiCo's social media properties, such as Facebook.

Results

The Brisksaber campaign was a resounding success for PepsiCo. Brisksaber was the No. 1 trending app on the Android Marketplace and garnered over 250,000 paid media app installations in a 30-day period. The app was also ranked among the Top 70 apps (out of more than 550,000!) on the Apple App Store and in the Top 40 games category on Google Play and the Apple App Store.

In addition to achieving its goal of driving app installations, PepsiCo also reached its target demographic of mobile-savvy males. The brand's advertising model helped Brisksaber acquire an audience who engaged with the app an average of three times in the first 30 days after installation. This level of engagement was equal to that of consumers who discovered the app through organic searches in the App Store, a statistic that highlights the effectiveness of PepsiCo's unique and incentivized approach to mobile advertising.

Source

“PepsiCo Brisksaber.” 2012 MMA Smarties Submission In-App Advertising — Gaming or Other. Brand: PepsiCo. Lead Agency: Tapjoy.