

Live for Now Mobile Site

Campaign Summary

Pepsi wanted to take advantage of “being in the moment” through the proliferation of the mobile market, which allowed individuals to instantly share their “in the moment” experiences with others during the actual moment.

Its objective was to connect with Millennials and spread its message of “Live for Now.” By using targeted ads and a slick new mobile site that integrated Facebook, Twitter, Instagram, and YouTube, consumers and Pepsi fans were instantly able to share their own experiences with the brand on their social media pages.

Strategy and Execution

“Live for Now” Strategy

- Provide real-time experiences that enable people to live in the moment
- Actively reward consumers for spontaneously participating with Pepsi
- Align with or create culturally relevant content unique to Pepsi’s values
- Music and entertainment were priorities
- Identify unexpected, ownable occasions that capture the NOW mindset
- Amplify the excitement the Pepsi brand creates and make it accessible and sharable
- Genuinely live the excitement and invite people to join in

To execute this strategy, Pepsi beefed up its mobile site and ingrained social media deeper into the app. Previous efforts had seen a 90 percent dropoff rate when users engaged with its mobile campaigns. This was because users had been prompted to log in to the respective social sites.

Pepsi launched HTML5 mobile rich media units that matched the look and feel of the successful online property while layering social networking functionalities and incorporating the touchscreen features of mobile devices. The mobile site users who interacted with the social buttons were directed to the Facebook, Twitter, Instagram, or YouTube apps, where they interacted with the brand without the login or navigational steps previously required. Thus, Pepsi created a unit that focused on the brand objectives and pulled in live social engagement from fans of the brand within the unit.

Results

This was the first mobile campaign for Pepsi that streamed live content and had the social media channel tiles, measuring the campaign performance on click-through rate and social engagement. Pepsi replicated the experience of the pepsi.com site in a rich media ad unit that brought the “Live for Now” experience to consumers’ mobile devices.

Click-through rates hit a high of 1.53 percent, with an average of 0.94 percent, which was 60 percent higher than the mobile industry average of 0.37 percent. Clicks on social buttons within the ad unit comprised 73 percent of total clicks on rich media buttons. The video view-through rate was around 10 percent, with nearly four million video completes during the summer 2012 campaign span.

Source

“Live for Now.” 2013 MMA Smarties Submission Brand Awareness; Use of Mobile Social Media; Video/Rich Media. Brand: Pepsi. Lead Agency: AdTheorent.