

THE POWER TO MOVE PEOPLE

GREG LYONS

CHIEF MARKETING OFFICER,
PEPSICO BEVERAGES NORTH AMERICA

@GNLYONS21



Believe in something.
Even if it means sacrificing everything.

 Just do it.



"Thank you,
m♥m"

SMELL LIKE A MAN, MAN.

Old Spice



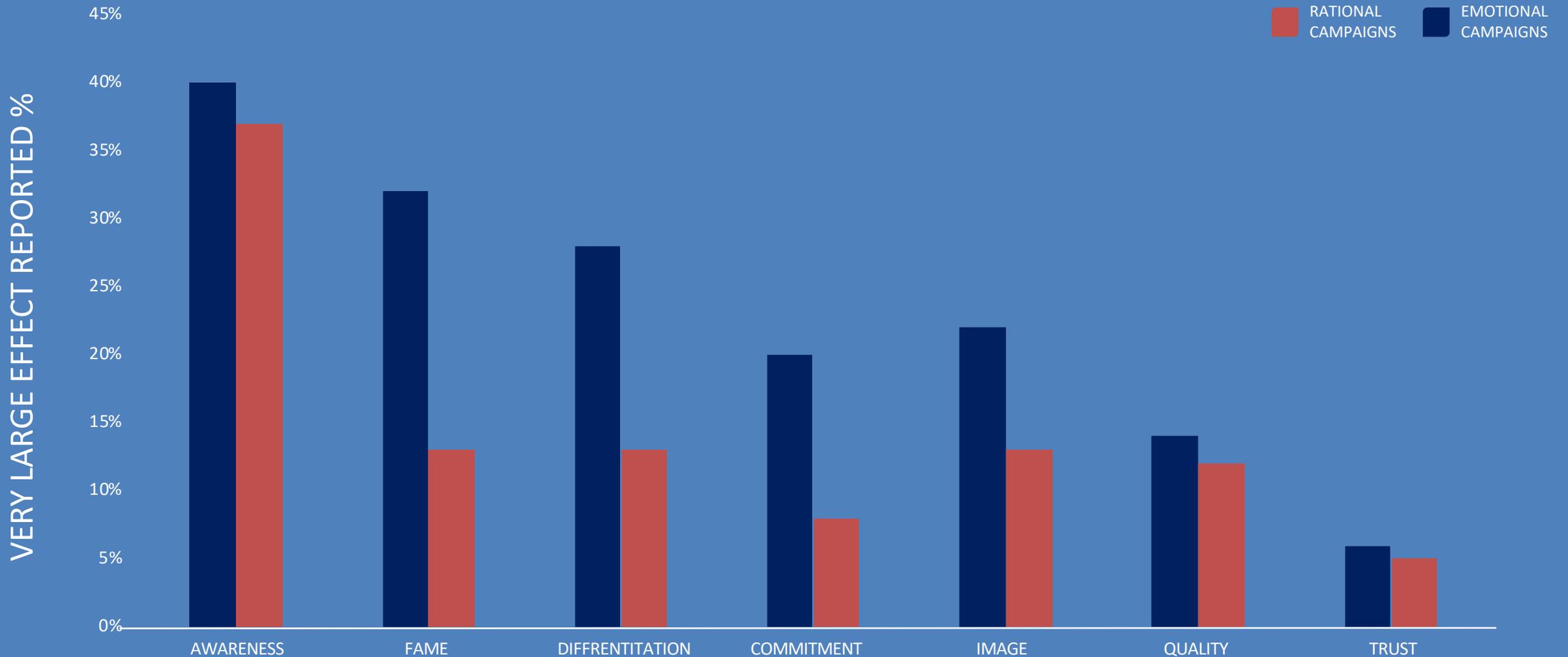


#BringArtBackToSchools

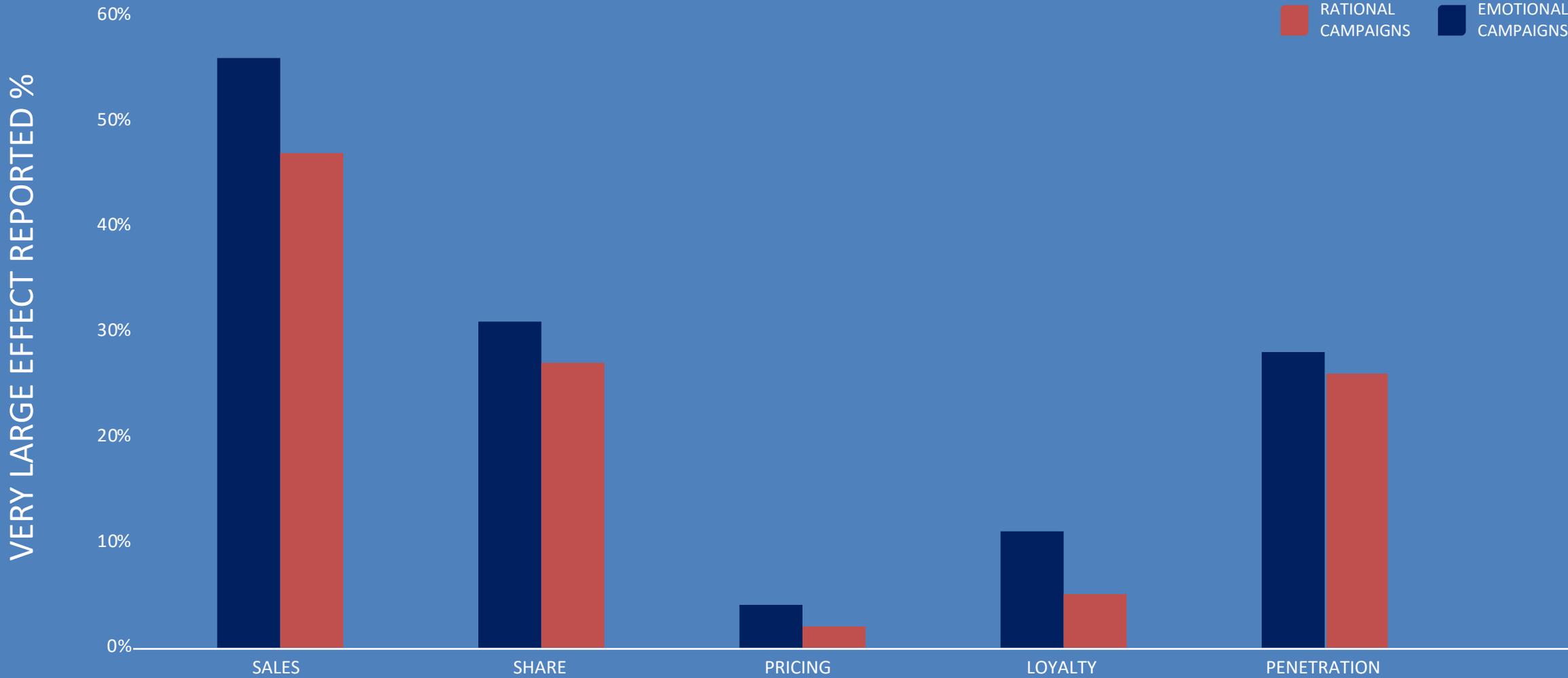
**LIFE
WTR**



EMOTIONS BUILD STRONGER BRANDS



...AND STRONGER BUSINESSES







We Are Pepsi.



PUT PEOPLE FIRST







UNDERSTANDING PEOPLE



#1



PBNA Insights
HumanEyes 



NEW



GAMEFUEL

LVL UP

LVL UP

LVL UP



ALERTNESS & ACCURACY



RESEALABLE TECH



TACTILE GRIP



NEW

Mtn Dew
AMP

GAME
FUEL

VITAMINS A & B

ALERTNESS ACCURACY

Mtn Dew
AMP

GAME
FUEL

ALERTNESS ACCURACY

VITAMINS A & B



INSPIRING PEOPLE



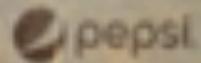




OFFERING A MOMENTARY CEASE FIRE TO THE COLA WARS



#COLATRUCCE



Thanks for hosting
Super Bowl LIII



ellentube



Burbank, CA



bubly

GIPHY

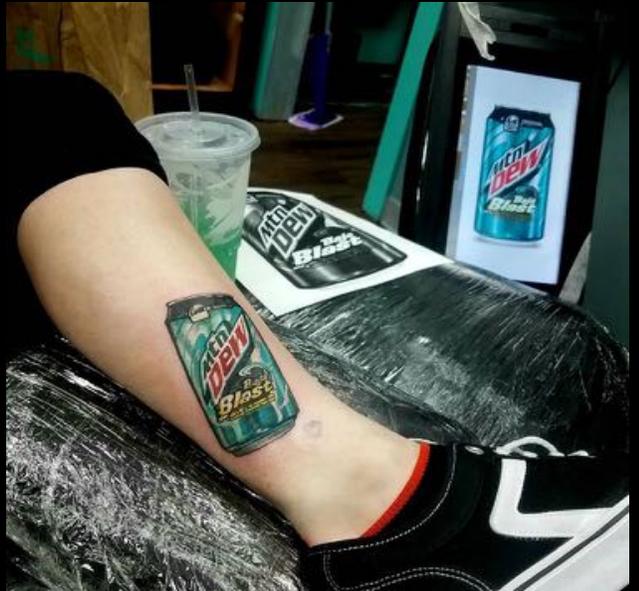


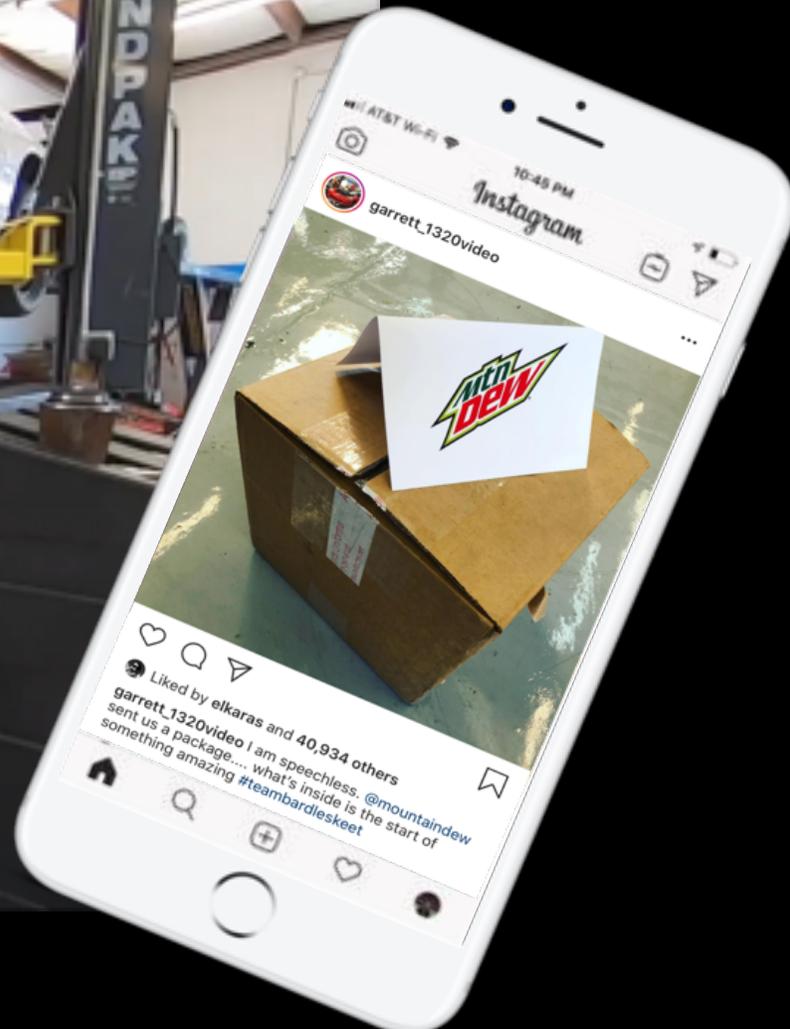
bubly





VALUE PEOPLE



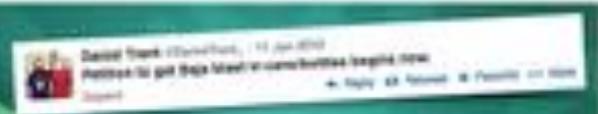




Mountain Dew®

Mountain Dew

.@DanielTrent_ We were going to sign the petition, but we thought this was cooler. #SummerOfBaja.



IT TOOK 2 YEARS, 3 MONTHS AND 19 DAYS BUT YOU DID IT, DANIEL. YOUR NEW FRIEND, RAJA BLAST





URGENT

NOT URGENT

IMPORTANT

Quadrant I
urgent and important

Quadrant II
not urgent but important

DO

PLAN

NOT IMPORTANT

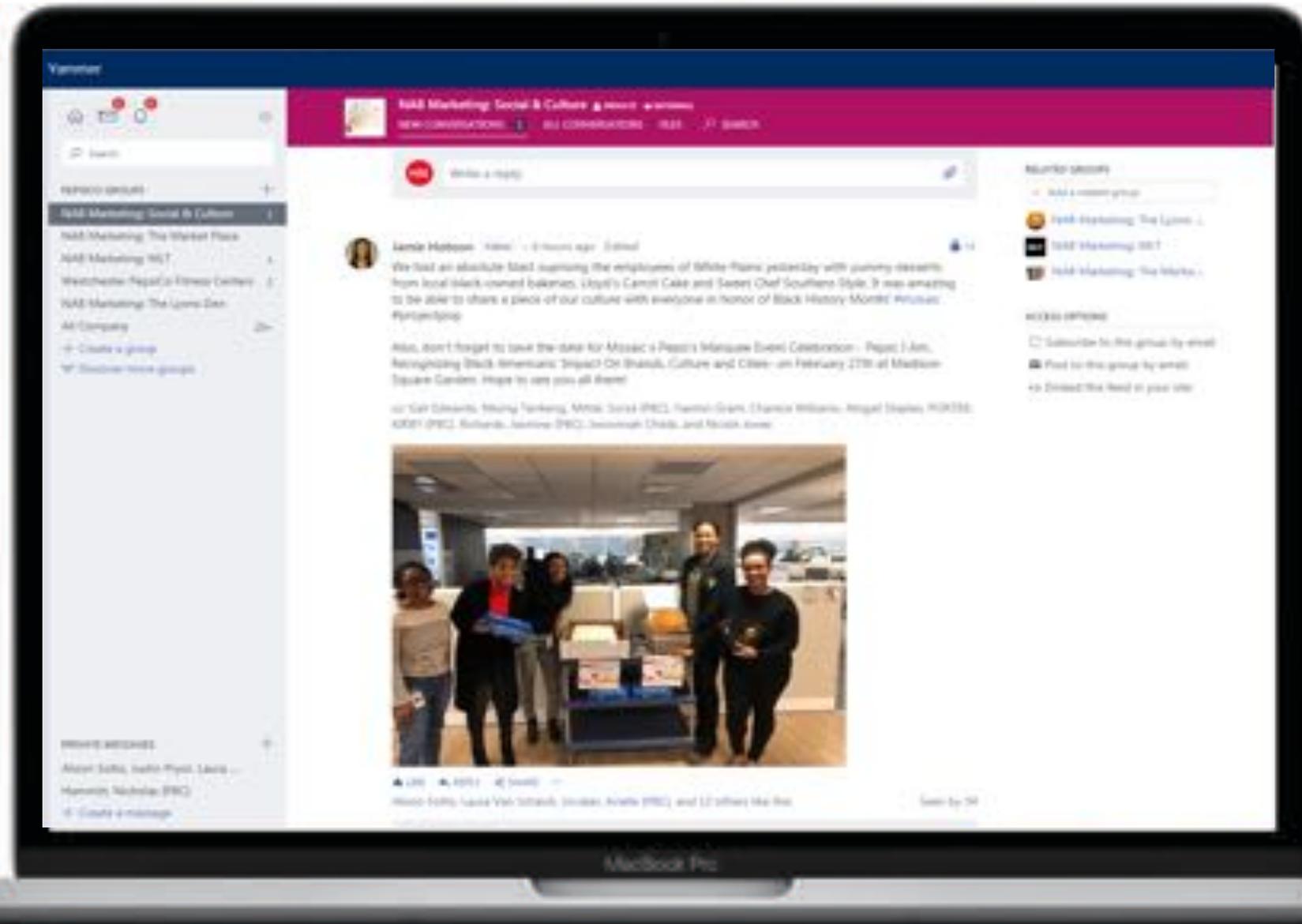
Quadrant III
urgent but not important

Quadrant IV
not urgent and not
important

DELEGATE

ELIMINATE

yammer

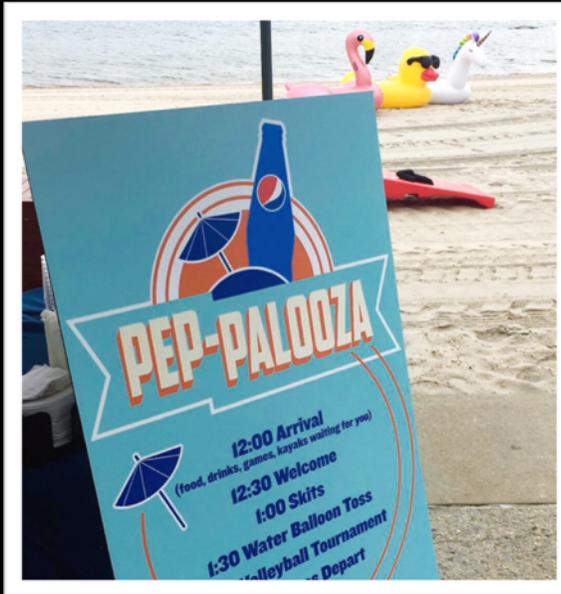




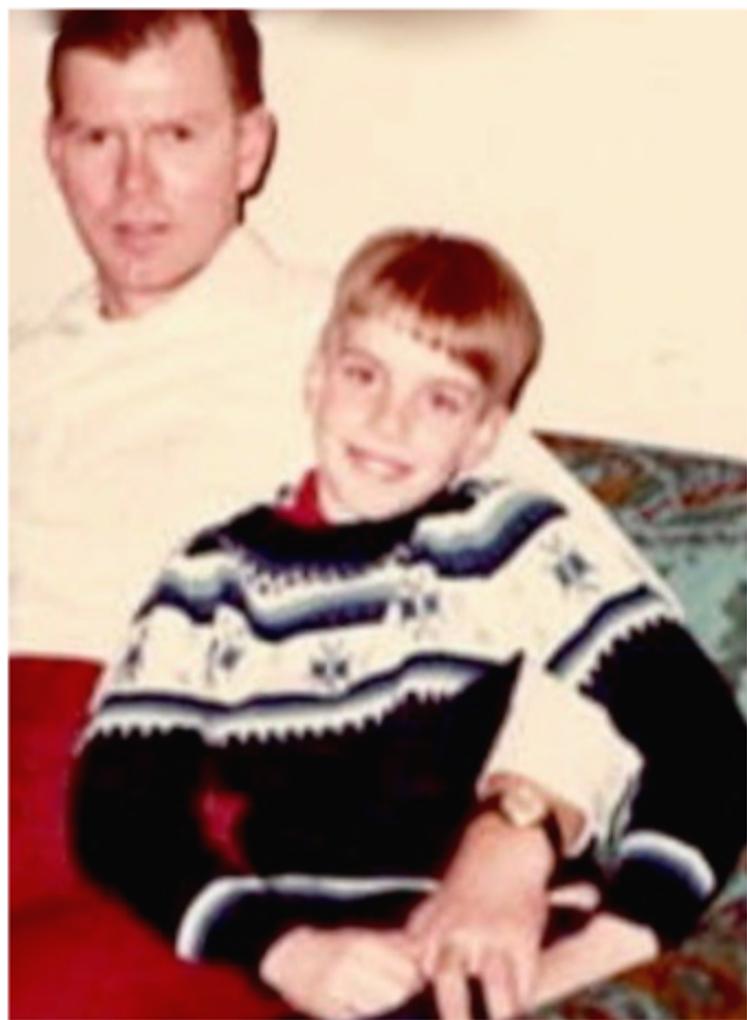
BEVVIES



PROJECT POP!







THANK YOU

@GNLYONS21