



CLIO AWARDS

2024 Pepsi Emerging Creative Award Creative Brief

Eligibility

This program is open to new and emerging creatives without significant experience working in advertising. This could mean students enrolled in an undergraduate or graduate program or any other emerging creative with less than five years of experience in the advertising industry. Anyone who fits those parameters will be permitted to enter, with the exception of anyone who has previously worked on the Pepsi account.

Background

The holiday season has historically been associated with Coca-Cola. 88% of social mentions over the last two years show people talking about Coca-Cola and Christmas together. However, Pepsi was able to break through last year by unconventionally tapping into the holidays last year with Lindsay Lohan and Pilk (Pepsi and Milk).

The Brand

In a world where judgment and pressure hold me back, Pepsi challenges me to choose moments of unapologetic enjoyment.

The Challenge

People know cola goes well with food, but they have no real reason to choose Pepsi over Coke during the holidays.

The Communications Objective

Make soda drinkers believe their food tastes better with Pepsi especially during the holidays through a thumb-stopping organic social campaign.

KPIs

- Organic Social Impressions

- Organic Social Engagement Rate
- Earned Media Impressions (PR)

The Ask

Create a social campaign idea that hacks the holidays, nudges people out of default mode and makes them believe food tastes better with Pepsi.

The Target

People who believe the most enjoyable life is one that is free from constraints:

- 1/3 of them think they will be famous one day
- Majority of them like to share their opinions; even with strangers and acquaintances.
- Half of them like to stand out in a crowd
- 60% of them cheer loudly at a sporting event or other public event

Creative Mandatories

- **Messaging Hierarchy:**
 - Primary Message: Your holiday food tastes even better with Pepsi.
 - CTA: Drink Pepsi with your holiday meals!
- Tell a compelling story about how **food tastes even better with Pepsi during the holidays** that breaks through culture.
- While we're featuring food, it's important to **make sure Pepsi is the center of attention.**
- **Make Pepsi stand out** from the rest of the cola category.
- **Product treatment:**
 - Feature the Pepsi Zero Sugar 20oz bottle, logo, and the pulse around the logo.
 - The logo should be in focus and fully displayed (not cut off)
- **Bring to life the Pepsi tonality:**
 - Confident: we are proud, comfortable in our skin, and walk with swagger.
 - Magnetic: we've got charisma that's infectious; people are drawn to our refreshing accessibility
 - Exuberant: we are larger than life and exude joy; we have an "out loud" personality
 - Lighthearted: we want life to be entertaining; we don't take ourselves too seriously.
 - Challenger: we playfully challenge the norm of our competitor.

- **Prioritize organic social channels:** TikTok, X (Twitter), and Instagram.
- **Incorporate the following universal digital best practices:**
 - Videos should be branded within the first 0:03s
 - Leverage a strong and clear CTA to encourage enjoyment.
 - Keep creative simple and concise with a clear message and focal point
 - Stick to a single message per creative.

Creative Considerations & Inspiration

No specific holiday you need to tie into. Based on some social listening research we conducted, there seemed to be opportunities for Thanksgiving and Friendsgiving moments.

- Open to talent (celebrity / influencer), but not required.
- Consider the following organic social media best practices:
 - TikTok:
 - The most successful content on TikTok features human faces, gestures, mascots - a face behind the avatar rather than an anonymous handle.
 - Lo-Fi content that is produced and edited using in app tools will not only help post more consistently and read less like an ad.
 - Serial content that keeps followers coming back for the plot hooks new followers and creates interest in previously posted content.
 - Educational content (how-to's, hacks, tips, expertise and insider knowledge).
 - X (Twitter):
 - Brand banter and conversations with influential accounts extends reach beyond our followers.
 - Instagram:
 - In-feed posts are the most efficient posting style, followed up closely by reels and then stories.
 - Carousel posts have the highest average engagement rate of all feed post types (before/after, photo dump, UGC, behind the scenes).
 - Leverage polls, stickers, etc. to garner fan engagement.

Deliverables

- 1 social media campaign idea with 5-10 social media posts (mixture of video and static assets)

Entry Deadline

February 2, 2024

Entry Fee

\$10

Prize

The winner that is chosen by the Clio Awards “Brand” Jury will be presented a Clio award live on stage at the 2024 Annual Clio Awards show in New York City on May 1, 2024. Pepsi will provide roundtrip coach travel and accommodations for the winner and will also present the winner with a check for \$5,000 US dollars.

Useful Links

- Pepsi organic social media channels:
 - [TikTok](#)
 - [Instagram](#)
 - [X \(Twitter\)](#)
- Pilk (Pepsi + Milk):
 - [Video](#)
 - PR Coverage:
 - [Marketing Dive](#)
 - [AdWeek](#)
 - [The Drum\]](#)
- Pepsi Pulse Logo
 - [16x9 PNG \(Large\)](#)
 - [16x9 PNG \(Small\)](#)
 - [16x9 JPG](#)
- Pepsi Globe Logo
 - [Small PNG](#)
 - [Large PNG](#)
 - [EPS files](#)
- Pepsi Product Hero Images
 - [PEP Photography Product TM RGB](#)
 - [PEP Photography Product PZS RGB](#)
 - [PEP Photography Product Hero TM RGB](#)
 - [PEP Photography Product Hero PZS RGB](#)

- [Pepsi Fonts](#)
- [Pepsi Color Palette](#)