PEPSI

Images/Graphic Used For Promoting Product

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CAMPAIGN IMAGERY - "NOW"

LIVE FOR NOW is all about the excitement of living in the moment. Each photo that populates the grid should feel like a captured moment of real people as they're making the most of now. They are:

AUTHENTIC

CANDID

LIVELY

FUN

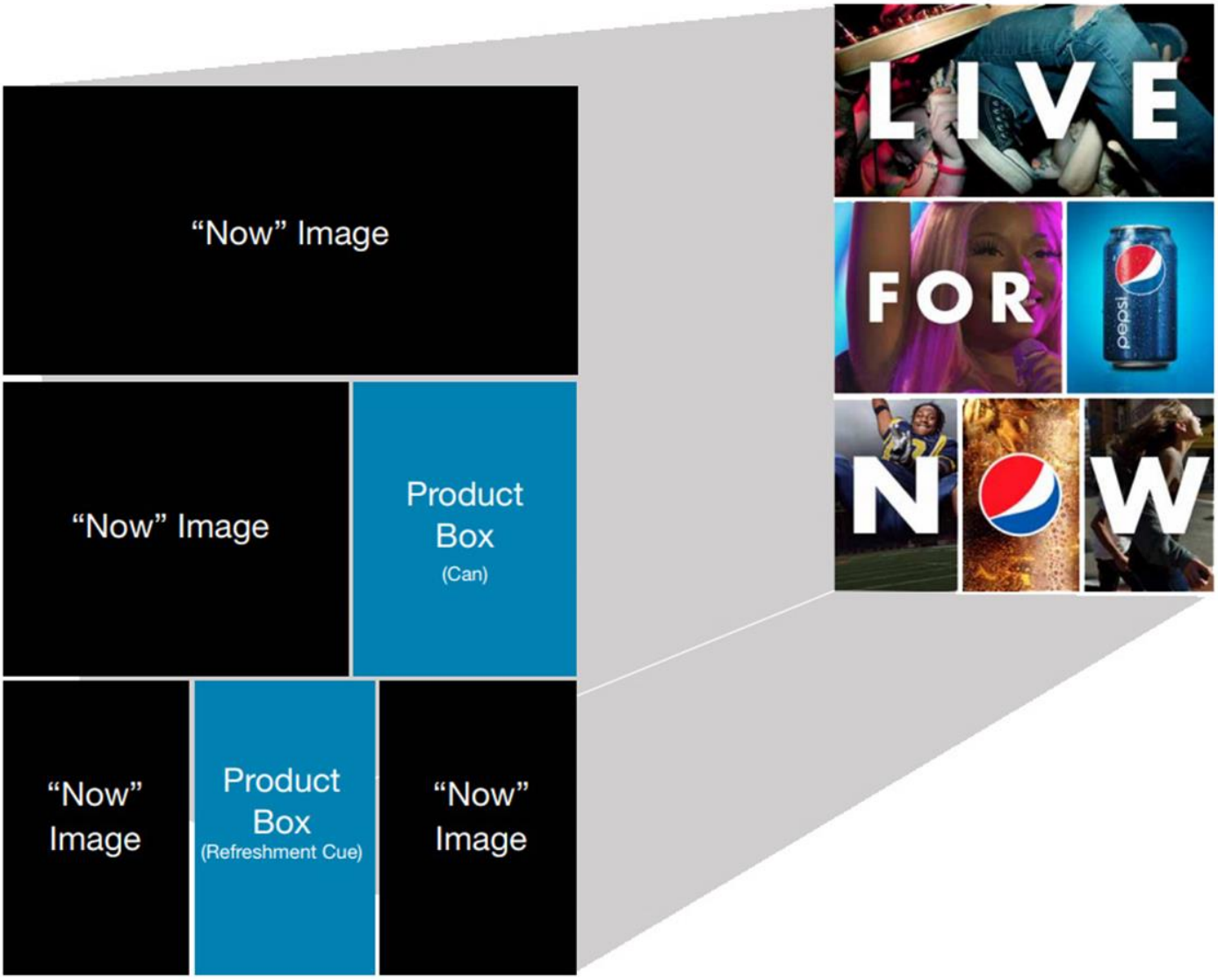
YOUTHFUL

GLOBAL

MISCHIEVOUS

UNEXPECTED

Each image is an experience people want to be a part of. Our photographs are never staged or generic.



The Gird Contents/ Blueprint

The 6-box grid will always be composed of these two elements:

2 PRODUCT BOXES

4 LIFESTYLE IMAGES BOXES

THAT CAPTURE THE EXCITEMENT OF"NOW"

Product Boxes

2 of the 6 grid boxes are dedicated to Pepsi product and refreshment cues.

1. Can/product on Blue Vignette

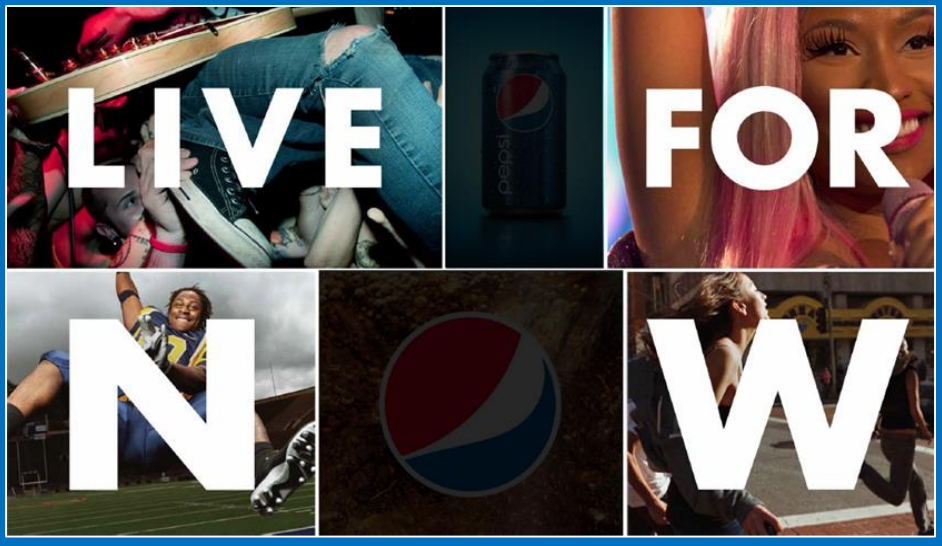
2. Logo over Condensated Glass or splash

Photography Boxes

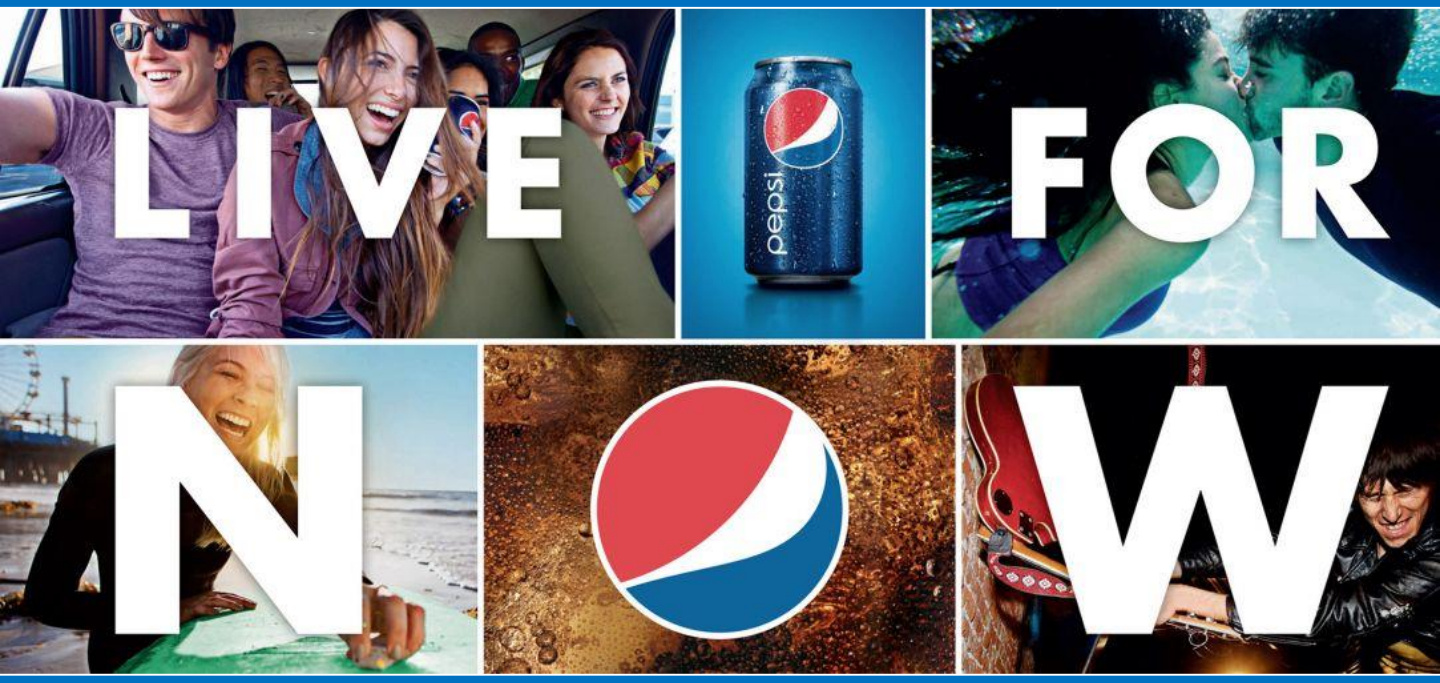
1.

2.

3.



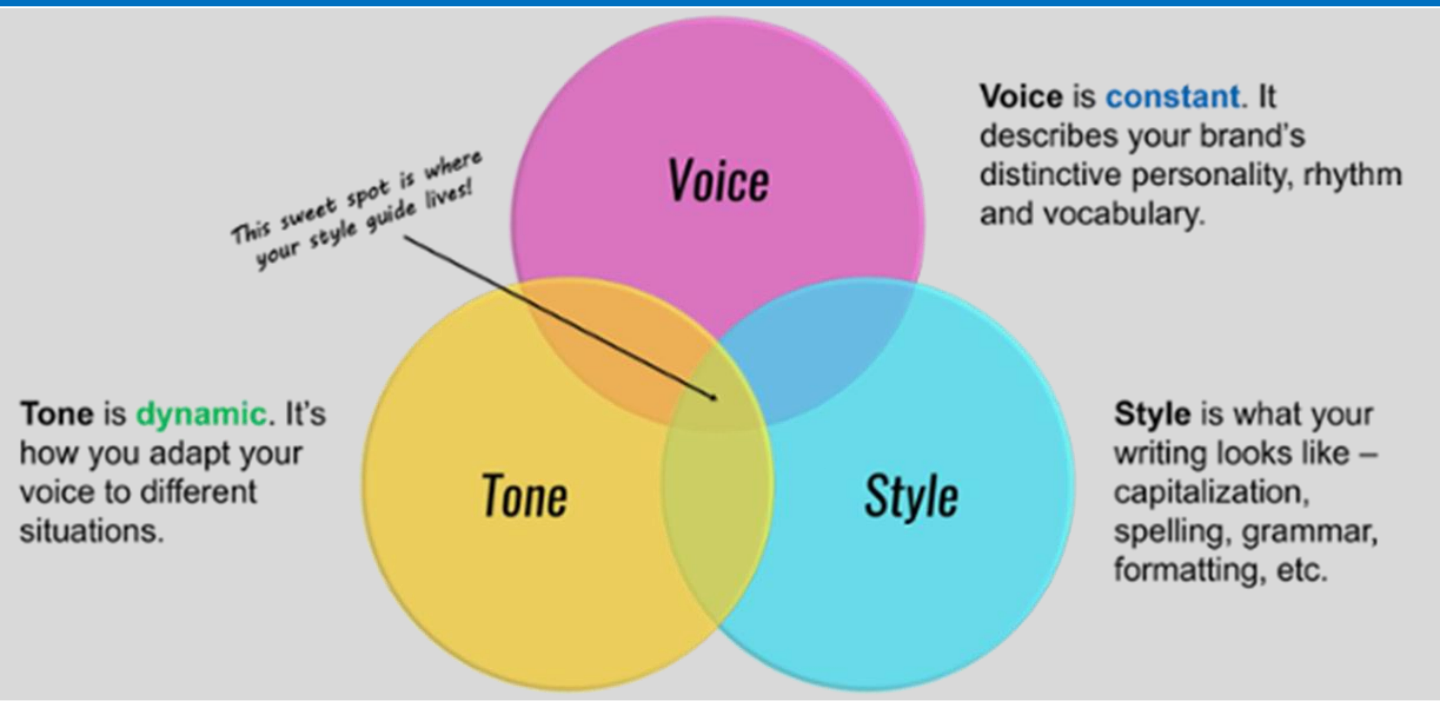
RESULT



Content Optimization For Imagery

Always look to continuously set certain standards when creating content. These are three factors you may use to perfect the content you put out.

- Voice
- Tone
- Style

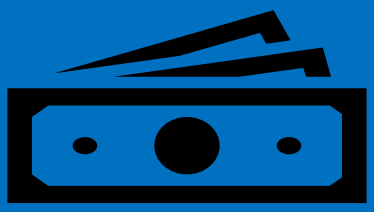


Measuring The Success

Having identified your business goals, you can now dive deeper into the marketing metrics that influence your content's impact. These are the marketing metrics into four steps:

- *Discovery: Impressions, Site visits, Clicks*
- *Engagement: Ensure content is engaging (Buy)*
- *Conversion: To persuade into more sales*
- *Social Share: Share the progression*

$Costs$



Content can be created from a variety of digital mediums to enforce and get your point across, some examples of the content types to be created are:

- Infographics
- Free guides
- Case studies
- Videos
- Curated content
- Resource pages
- Articles
- Interactive content

Once you have decided on a topic and content format to use, the next step in the process is to create a rough draft, wireframe, or outline for the intended content piece. The creation of content can run on various factors depending on complexity, research, employee incentives, etc.

Final Tips For Success

- Pick a Topic of Value
- Be Creative
- Do Your Research
- The Title Matters
- Create an Outline
- Proofread
- Design Strategically
- Promote

Carefully craft a documented strategy that incorporates these topics, yet still maintains the traditional message to succeed.