

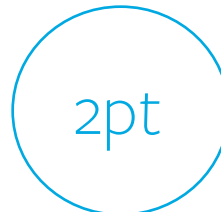


A feel-good campaign

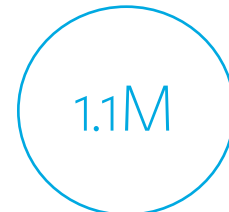
To drive awareness and message association among a millennial audience, the iconic lemon-lime beverage brand harnessed Instagram's ability to evoke powerful memories.



lift in ad recall



lift in message association



people reached

STORY

Grown for greatness

In 1929, Charles Leiper Grigg introduced his Bib-Label Lithiated Lemon- Lime Soda to the world. The name didn't catch on, but the taste certainly did and 86 years on, 7UP® has grown to become the number one lemon and lime soft drink in the UK.

GOAL

New campaign, same classic taste

To launch its new 'Up and Coming Originals' global brand campaign and a refreshed visual identity, 7UP turned to Instagram to drive awareness amongst millennials and increase its perception as the "original and authentic refreshing drink" in the UK.

SOLUTION

A refreshingly creative approach

Evoking nostalgic memories of enjoying 7UP, the #FeelsGoodToBeYou campaign incorporated six retro-styled ads in which the can's iconic red spot became an integral part of familiar, feel-good scenes. Boosted posts were used to further drive reach.

The 4-week campaign achieved phenomenal results for the brand, reaching 1.1 million people and producing a 43-point lift in ad recall that was 7x higher than the Nielsen norm for online campaigns. With message association also receiving a significant boost, these are results worth savouring for PepsiCo.

“At PepsiCo we've a strong tradition of innovation in our communications, so Instagram felt like a natural next step for 7UP. The results have proved the platform's value in reaching our audience, and Instagram will undoubtedly have an important role in forthcoming campaigns.”

Rebecca Burke,
Senior Brand Manager
PepsiCo