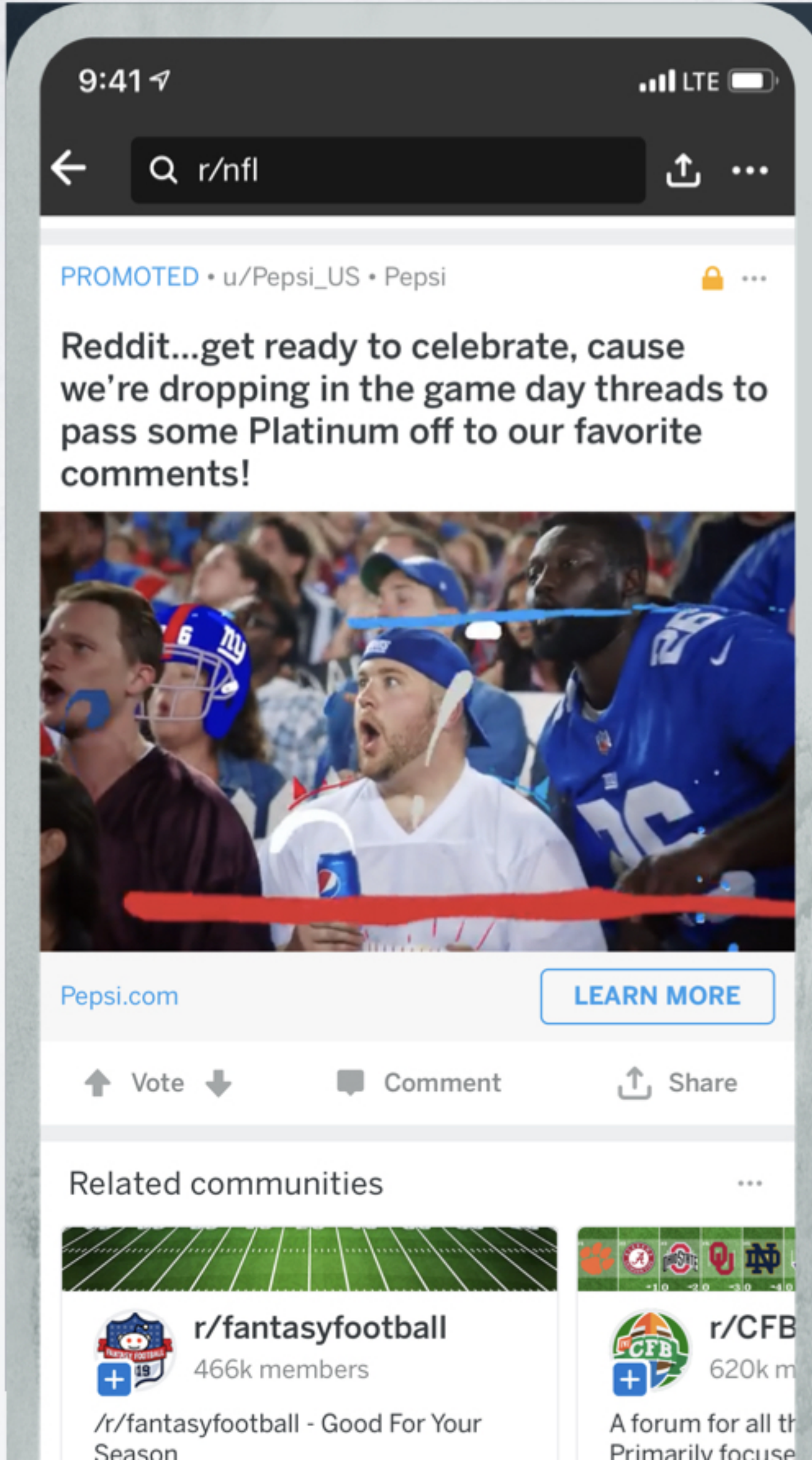


Pepsi kicks off the NFL Season with a Platinum Party

Key Communities include: r/NFL and the NFL team communities



The Story

Establish and build awareness of Pepsi during the NFL kickoff season and cement Pepsi as a premier brand that brings unapologetic enjoyment for Reddit's highly engaged NFL audience.

The Strategy

Pepsi launched a first to market Platinum Party, where they awarded the best comments in NFL communities during kickoff weekend with Reddit Platinum, a highly coveted award amongst Redditors.

Pepsi kicked off the campaign with a Front Page Takeover and to drive mass awareness and reach during NFL season kickoff. They also ran Category Takeovers across all NFL subreddits to ensure contextual relevance. Finally, the campaign was supported by ongoing Promoted Video to sustain awareness and consideration throughout the season.



Lift in Consideration Intent



Lift in Purchase Intent



Higher Purchase Intent

compared to the Kantar CPG Category Benchmark

Community Response

- "Thanks for the platinum internet points...I'll grab a Pepsi after work as a thanks". - u/GoldyGoldy
- "Thanks for the platinum" - u/jiongcc

