

Pepsi TM - Hit Refresh Campaign Summary

Website www.HitRefresh.com.au
Twitter <http://twitter.com/Pepsiaustralia>
Facebook <http://www.facebook.com/PepsiAustralia>

In January 2010 Pepsi takes to the streets with one of the heaviest weight outdoor campaigns in Australia's history: Hit Refresh.

Hit Refresh introduces the evolution of the renowned Pepsi globe logo with a massive outdoor campaign hosted by newly announced MTV VJ Erin McNaught and stable mate Darren McMullen.

Hit Refresh outdoor advertising encompasses large format billboards, bus shelters, street furniture, bus sides, bus interiors, mobile outdoor sites and will run from the first week of January to mid February.

While the outdoor headlines the campaign, the core of Hit Refresh is a partnership with youth channel MTV and a social networking based scavenger hunt, as well as online media, in-store media, in-store promotions and product sampling.

Through the MTV partnership, the pay TV channel has created and produced multiple television commercials (1 x 60, 2 x 30, 2 x 15 second). The Hit Refresh commercials launch from 1 January 2010 on MTV, VH1, Network Ten and Nine's digital GO! Channel.

In the spots, MTV VJs Erin McNaught and Darren McMullen literally "Hit Refresh" by being transformed into a different scene each time they Hit an oversize Pepsi logo, or "Refresh" button.

The commercials support the HitRefresh.com.au website, the hub of a social network scavenger hunt via which consumers can win one of 101 Pepsi Refresh Cards loaded with \$250 to "Refresh their world" however they choose – be it their style, lifestyle, destination, tunes, social life.

With over \$25,000 worth of Pepsi Refresh EFTPOS cards up for grabs, the "Hit Refresh to Win" promotion takes place through 101 hunts over 40 days in 8 cities around Australia starting from 4 January and requires consumers to follow Pepsi's twitter or Facebook pages.

Winning a hunt requires a consumer to locate and be the first to "Hit" the Pepsi Refresh button by following clues "tweeted" & "Facebooked" during the hunt by a Pepsi team member, known as a Pepsi Refresher.

HitRefresh.com.au aggregates the Pepsi Twitter and Facebook sites in a single location to give consumers the opportunity to schedule hunts in their area and follow the clues.

The activity is further supported with online media as well as street activations. At a retail level, In-store media extends the reach of the outdoor into the retail environment both in and outside stores such as Coles, Woolworths, Caltex and 7-Eleven.

PepsiCo Beverages business partner Schweppes Australia has activated account specific support and promotions in Coles, Coles Express, Woolworths, Woolworths Petrol Plus and 7-Eleven. These will run in conjunction with a traditional route (up and down the street) trade promotion offering the chance to win a share of \$25,000 in instant prizes.

Australia is the first PepsiCo International market to launch the new look Pepsi trademark across the four Pepsi brands - Pepsi Max, Pepsi, Pepsi Light and Pepsi Light Caffeine Free. The new look packs started appearing on Australian shelves in October 2009 and are the first major update to the Pepsi globe since it was created during World War II.

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AGENCY CREDITS

Strategy:	Bellamy Hayden
Media:	EightyKs
Media Partner/TVC Creative Direction & Production:	MTV
Outdoor:	Clemenger BBDO
	Art Director Ben Alden
	Copywriter Alex Quinlivan
	Photographer Garth Oriander
Online, Facebook, Twitter:	Amnesia
	Creative Toby Caves
Hunt Activation:	Tango Communications

THE TWITTER HUNT

NOTE: Timetable below correct at time of dispatch, check www.hitrefresh.com.au for most recent timetable

DATES:

	Day	Date	Time	Location
SYDNEY	Monday	4/01/10	12-2.00	Chatswood
MELB	Tuesday	5/01/10	12-2.00	Melbourne
BRISBANE	Wednesday	6/01/10	12-2.00	City
CANBERRA	Thursday	7/01/10	12-2.00	Canberra
HOBART	Friday	8/01/10	12-2.00	Hobart
PERTH	Saturday	9/01/10	12-2.00	Scarborough
ADEL	Sunday	10/01/10	12-2.00	Henley Beach
DARWIN	Monday	11/01/10	12-2.00	Darwin
SYDNEY	Tuesday	12/01/10	10-12.00	Sydney
MELB	Tuesday	12/01/10	12-2.00	Prahran
BRISBANE	Tuesday	12/01/10	2-4.00	City
ADEL	Wednesday	13/01/10	10-12.00	Adelaide
SYDNEY	Wednesday	13/01/10	12-2.00	Parramatta
MELB	Wednesday	13/01/10	2-4.00	Melbourne
MELB	Thursday	14/01/10	10-12.00	Flagstaff Gardens
SYDNEY	Thursday	14/01/10	12-2.00	Sydney
BRISBANE	Thursday	14/01/10	12-2.00	City
PERTH	Friday	15/01/10	10-12.00	Carlisle
SYDNEY	Friday	15/01/10	10-2.00	Central
MELB	Friday	15/01/10	2-4.00	Melbourne
SYDNEY	Saturday	16/01/10	10-2.00	Manly
MELB	Saturday	16/01/10	12-2.00	Parliament
GOLD COAST	Saturday	16/01/10	2-4.00	Broad Beach
SYDNEY	Sunday	17/01/10	10-2.00	Newport Beach
PERTH	Sunday	17/01/10	12-2.00	Hillarys
MELB	Sunday	17/01/10	2-4.00	Strathmore
BRISBANE	Monday	18/01/10	10-12.00	South Brisbane
MELB	Monday	18/01/10	12-2.00	Melbourne
SYDNEY	Monday	18/01/10	2-4.00	Circular Quay
PERTH	Tuesday	19/01/10	10-12.00	Northbridge
SYDNEY	Tuesday	19/01/10	12-2.00	Pymont
CANBERRA	Tuesday	19/01/10	2-4.00	Canberra
MELB	Wednesday	20/01/10	10-2.00	Cheltenham
BRISBANE	Wednesday	20/01/10	12-2.00	City
SYDNEY	Wednesday	20/01/10	2-4.00	North Sydney
SYDNEY	Thursday	21/01/10	10-12.00	Brookvale
ADEL	Thursday	21/01/10	12-2.00	Adelaide

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SYDNEY	Friday	22/01/10	10-12.00	Big day Out
MELB	Friday	22/01/10	12-2.00	Melbourne
BRISBANE	Friday	22/01/10	2-4.00	Southbank
SYDNEY	Saturday	23/01/10	10-12.00	Paddington
GOLD COAST	Saturday	23/01/10	12-2.00	Surfers Paradise
MELB	Thursday	23/01/10	2-4.00	Airport West
MELB	Saturday	23/01/10	2-4.00	Richmond
PERTH	Sunday	24/01/10	10-12.00	Mullaloo Beach Hotel
ADEL	Sunday	24/01/10	12-2.00	Semaphore
SYDNEY	Sunday	24/01/10	2-4.00	Fox Studios
MELB	Monday	25/01/10	10-12.00	Geelong
DARWIN	Monday	25/01/10	12-2.00	Darwin
SYDNEY	Monday	25/01/10	2-4.00	Sydney
SYDNEY	Tuesday	26/01/10	10-12.00	Haviana's Thong Challenge
MELB	Tuesday	26/01/10	12-2.00	Flemington Racecourse
BRISBANE	Tuesday	26/01/10	2-4.00	Bribie Island - Bongaree
BRISBANE	Wednesday	27/01/10	10-12.00	Southbank
SYDNEY	Wednesday	27/01/10	12-2.00	Martin Place
MELB	Wednesday	27/01/10	2-4.00	Broadmeadows
ADEL	Thursday	28/01/10	10-12.00	West Lakes
MELB	Thursday	28/01/10	12-2.00	Chadstone
SYDNEY	Thursday	28/01/10	2-4.00	Sydney
PERTH	Friday	29/01/10	10-12.00	Joondalup
SYDNEY	Friday	29/01/10	12-2.00	Darling Harbour
MELB	Friday	29/01/10	2-4.00	Port Melbourne
SYDNEY	Saturday	30/01/10	10-2.00	Coogee
MELB	Saturday	30/01/10	12-2.00	Melbourne
GOLD COAST	Saturday	30/01/10	2-4.00	Gold Coast
SYDNEY	Sunday	31/01/10	10-2.00	Cronulla
ADEL	Sunday	31/01/10	12-2.00	West Beach
ADEL	Sunday	31/01/10	2-4.00	Glenelg
MELB	Monday	1/02/10	10-12.00	Southbank
HOBART	Monday	1/02/10	12-2.00	Tasmania
SYDNEY	Monday	1/02/10	2-4.00	The Rocks
BRISBANE	Tuesday	2/02/10	10-12.00	Garden City
SYDNEY	Tuesday	2/02/10	12-2.00	Wynyard
MELB	Tuesday	2/02/10	2-4.00	St Kilda
PERTH	Wednesday	3/02/10	10-12.00	Subiaco
BRISBANE	Wednesday	3/02/10	12-2.00	Fortitude Valley
SYDNEY	Wednesday	3/02/10	2-4.00	Sydney
SYDNEY	Thursday	4/02/10	10-12.00	St Leonards

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PERTH	Thursday	4/02/10	12-2.00	Perth
BRISBANE	Thursday	4/02/10	2-4.00	Carindale
SYDNEY	Friday	5/02/10	10-12.00	Newtown
CANBERRA	Friday	5/02/10	12-2.00	Canberra
MELB	Friday	5/02/10	2-4.00	Fitzroy
SYDNEY	Saturday	6/02/10	10-12.00	Glebe
PERTH	Saturday	6/02/10	12-2.00	Fremantle
MELB	Saturday	6/02/10	2-4.00	Albert Park
PERTH	Sunday	7/02/10	10-12.00	Cottesloe
BRISBANE	Sunday	7/02/10	12-2.00	City
SYDNEY	Sunday	7/02/10	2-4.00	Narrabeen Beach
BRISBANE	Monday	8/02/10	10-12.00	Milton
MELB	Monday	8/02/10	12-2.00	Melbourne
SYDNEY	Mon	8/02/10	2-4.00	Broadway
SYDNEY	Tue	9/02/10	10-12.00	Sydney
MELB	Tuesday	9/02/10	12-2.00	Doncaster
BRISBANE	Tuesday	9/02/10	2-4.00	City
MELB	Wednesday	10/02/10	10-12.00	Melbourne
ADEL	Wednesday	10/02/10	12-2.00	North Adelaide
SYDNEY	Wed	10/02/10	2-4.00	Macquarie