

**Mock Campaign by Hayden Love**

# **Pepsi Moving to Duke University**



DUKE UNIVERSITY



# A Little About Us!

PepsiCo, a global leader in food and beverages, is known for its youthful, bold branding and strong connections to pop culture. Its public relations strategy focuses on sustainability, social responsibility, and staying culturally relevant. Through initiatives like "PepsiCo Positive," the company emphasizes reducing its environmental impact, promoting recycling, and supporting regenerative agriculture. Pepsi also engages in community-focused efforts, such as partnerships with Feeding America. While the brand remains tied to high-profile pop culture events, like sponsoring Super Bowl halftime shows, it has also faced PR challenges, such as the 2017 Kendall Jenner ad controversy. Pepsi continues to navigate its public image by aligning with social trends and maintaining a strong focus on innovation and responsibility.

# Objective and Audience

- Audience:  
College Students, Professors, and Faculty
  - Health-conscious consumers
  - Highly educated
  - Gen Z for students, a variety for Professors, Faculty, etc.
  - Loyal to the Duke University Brand

- Objective: Get PepsiCo products on Duke's campus.



# Tactics

01

## Proxy Deals

Make smaller deals with local companies to put it in their stores first, promoting students to want our products

02


## Promote Initiatives and Players

Donate to Campus Programs/Clubs, along with collaborating with athletes and coaches, new and old

03

## Health Focus

Due to Duke University's push for student physical wellness, put an emphasis on our line of athletic drinks and water products



# Content Creation: Instagram and Tik Tok

## Fueling Champions: Past, Present, and Future

### Champion's Choice

Concept: A series of short-form videos featuring Coach K, Jon Scheyer, and members of the current basketball team discussing what it takes to be a champion on and off the court, highlighting their beverage of choice during different moments.

- *Coach K's Winning Legacy*
- *Jon Scheyer's Game-Day Routine*
- *Team Favorites*

### Fuel Up Friday

Concept: Every Friday, fans are encouraged to comment on PepsiCo's social media posts for a chance to win Duke Basketball merchandise (e.g., jerseys, signed basketballs) and Pepsi product bundles.

Post Idea: A graphic featuring Jon Scheyer holding a Gatorade bottle with the text, "Stay hydrated like Coach Scheyer! Drop a comment below for a chance to win Duke gear and a month's supply of your favorite PepsiCo products! #FuelUpFridays #PepsiXBlueDevils"