## From Super Bowl to every day

PepsiCo's playbook for consumer-led advertising





## Your speakers



**Julio Franco** 

**Chief Customer Officer** 





**Ryan Crimmins** 

Senior Manager, Consumer Insights & Analytics



## zappi

An agile market research platform bringing global brands connected consumer insights.



One of the world's largest manufacturers of food and beverages and biggest Super Bowl advertisers.

### Our partnership

#### Partnered since 2014

#### In that time we've:

- Pioneered insights transformation across a global team
- Drove **50%+ cost efficiency**
- Drove a 40% improvement in advertising and innovation effectiveness
- Built an insights function that's a source of true competitive advantage within PepsiCo.

## Let's talk: The big game



## Super Bowl LIX by the numbers

57

shown during the game

68% ads contained celebrities

23%

ads
contained
animals

79% prominently featured music

And feedback from

2016
US consumers in this analysis!

### PepsiCo's Super Bowl LIX ads













"Kiss from a Lime"

"The Little Farmer"

"ABDUCTION"

# How PepsiCo makes winning Super Bowl ads

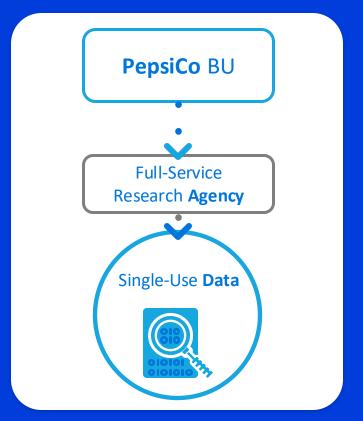
The process that won PepsiCo

18 Cannes Lions awards in 2024 alone



## Let's go back in time

To **2016** with an outdated, validation-centric approach



## Pepsi's creativity led the way to success





#### **TODAY**



## A connected ecosystem

To today with an iterative and consumer-led approach



### Mapping a process for creative development



Inspires fertile positioning through rich, empathetic consumer understanding and insight

Catalyst

Co-builds big creative ideas by putting the human at the heart of TCP



Thermometer

Assess creative against the '3 Consumer Rs' using Ada Content suite



Fan

Improves creative effectiveness with clear optimisation ideas to improve consumer reach, resonance and response

Ζαρρί

When consumer input guides creativity, great work is no accident





## Get the framework on how to do it.



### **Connected insights framework**

	LEVEL 1	LEVEL 2	LE VEL 3
Level of insights	Disconnected	Fragmented	Connected
Role of insights	Order-takers	Advisors	Strategic partners
PEOPLE	Individuals	Ateam	A function
	Reactive	Proactive	Collaborative and assertive
PROCESS	Ad hoc projects	Separate programs	Systematized
TECHNOLOGY	Seldom or never	Often	Always
	Decentralized	Shared	Centralized
DATA	Disconnected	Siloed	Connected
	Point-in-time impact only	Partial access	Democratized
CONSUMER	Consulted occasionally	Involved on a recurring basis	Integrated on an ongoing basis

#### Want to learn more?

Sign up for our **new course**, co-created with the American Marketing Association.











## Sign up for our FREE LinkedIn newsletters









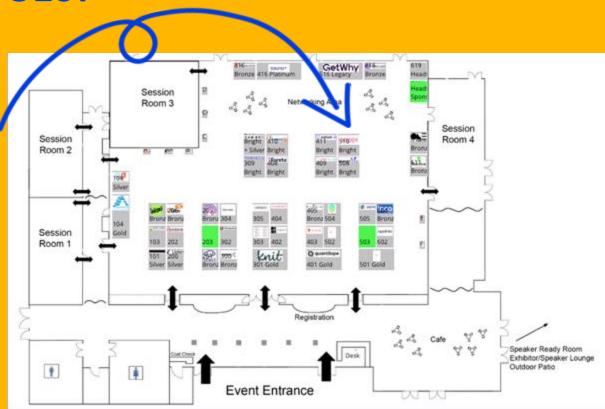
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#### Visit booth 510!

To meet the people revolutionizing insights!



## Thank you

**Σ**αρρί win with consumers