

# Level up your creative 30%

With PepsiCo and Zappi

# Our partnership

- Partners globally across **41 countries** and **constantly expanding**
- **50,000+ ideas** optimized across innovation, advertising and brand
- **36,000 research projects** - that's 1 project launched every hour of every day, 365 days a year...



**Hendrik van Vuuren**  
SVP, Global Strategy



**Lydia Armstrong**  
Global Insights Director

PepsiCo identified a number of insights challenges that hampered business growth

#### PEPSICO BEFORE ZAPPI PARTNERSHIP

Level of insights **Disconnected**

Role of insights **Order-takers**

##### PEOPLE

Individuals

Reactive

##### PROCESS

Ad hoc projects

##### TECHNOLOGY

Seldom or never

Decentralized

##### DATA

Disconnected

Point-in-time impact only

##### CONSUMER

Consulted occasionally

# Creating a repeatable global playbook for thousands of marketing and insights professionals

zappi



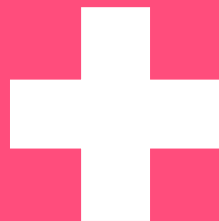
Zappi Confidential & Proprietary Information

# Amplify (Ada) delivers

Amplify (ADA) ad  
system is more  
predictive:

60%

Integrates best in class  
ad research methods



Ads researched  
with Amplify (ADA)  
at early stages are:

62%

more effective

# Meet Ada: PepsiCo's insights iOS



# How the partnership has helped transform PepsiCo

Get the full framework



## PEPSICO AFTER PARTNERING WITH ZAPPI

Level of insights

Connected

Role of insights

Strategic partners

PEOPLE

A function

Collaborative and assertive

PROCESS

Systematized

TECHNOLOGY

Always

Centralized

DATA

Connected

Democratized

CONSUMER

Integrated on an ongoing basis

# Amplify delivers real business impact

Amplify results in  
better advertising over  
time:

**30%**

Improvement in  
creative effectiveness

zappi

“

“Since partnering with Zappi, we have seen our creative effectiveness improve by almost a third across all our advertising. This equates to PepsiCo gaining hundreds of millions in value from greater creative effectiveness this year!”

**Stephan Gans**

SVP, Chief Insights and Analytics Officer,  
PepsiCo



# Building the future

Smarter  
Creative  
Development,  
Powered by  
AI

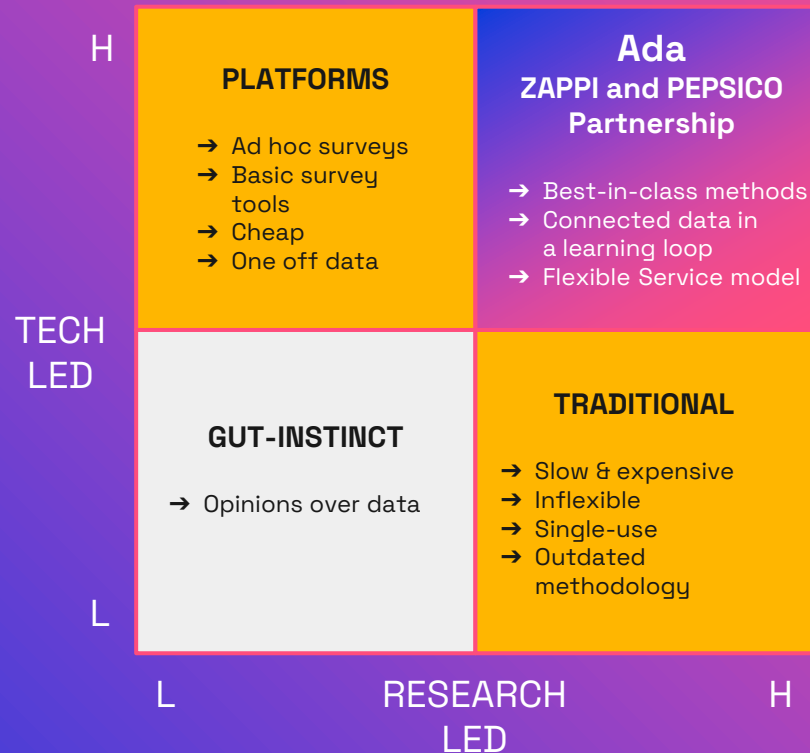
Predictive  
models to  
assess creative  
across key  
performance  
areas

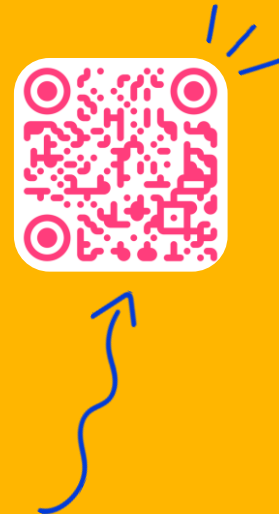
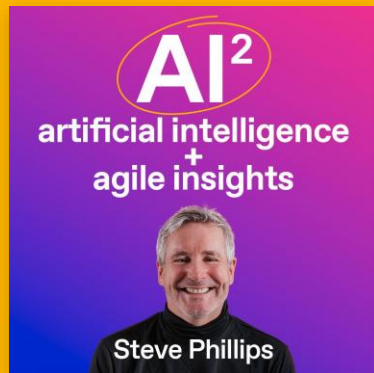
Measures  
coherence  
across assets  
(look & feel)

Evaluate,  
diagnose, and  
optimize individual  
assets and  
campaign mixes

Fast, easy &  
affordable

# Advice for those looking to increase ad effectiveness by 30%?





Stay in touch  
with our **FREE**  
newsletters

# Visit booth 514!

To meet  
the people  
shaping  
the future  
of insights!

