

PepsiCo10: A Pilot Case Study

Pepsi MAX - BreakoutBand



THE SCENE

Because Pepsi MAX sits at the intersection of interactive and music, a partnership between the brand and the first social music gaming start-up where you become the artist, BreakoutBand, was a natural and authentic union. The brand's large physical presence at South by South West (SXSW), the famed interactive, music and film festival, provided the ideal opportunity for direct engagement with Pepsi MAX's digital- and music-loving fans.

PILOT OBJECTIVE

To engage consumers and increase brand awareness and affinity via an experiential music pilot program with BreakoutBand live from the Pepsi MAX Lot in Austin, Texas during SXSW 2011.

ACTIVATION

Through the Pepsi MAX "Beats Challenge," the brand challenged participants onsite and online— bringing the experience outside of Austin— to develop Pepsi MAX-inspired beats. Fans could then share their beat creations on Facebook and Twitter for a chance win tickets to see Snoop Dogg in concert and other branded prizes. The two possible interactive experiences for fans include the Beatmaker, an onsite and online platform that allows users to unleash their inner music producers, and the Vocal Booth, a branded online experience that challenges fans to show off their pop-star vocals and songwriting abilities.

RESULTS OVERVIEW

Pepsi MAX and BreakoutBand branding was displayed prominently to the more than 20,000 people who came through the Pepsi MAX Lot. This presence reinforced Pepsi MAX's brand equity and elevated awareness of the BreakoutBand platform. Beyond Austin, the program elicited global participation with the second place winner hailing from Greece. BreakoutBand participants engaged with the branded music experience for an average of 29 minutes and 60 percent shared their beats on Facebook. Check out some of the winning beat at online at <http://www.breakoutband.com/song/9013> and <http://www.breakoutband.com/song/8751>.

LEARNING/TAKE-AWAY

Through its pilot with Pepsi MAX at SXSW, BreakoutBand recognized the experiential value that platform can offer and is now expanding its mobile/social offerings to incorporate additional event-based applications.

PROJECT LEADERS

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