



## THE POWER OF PEPSI

Pepsi is one of the world's most iconic brands and is a global symbol of refreshment and a cultural force to be reckoned with. Throughout its long history, Pepsi has not followed trends but has set them and has created moments that became touchstones of culture. It is a brand that inspires conversation and enjoys high affinity and recognition around the world with 98% awareness. Today over 60 licensees in major international markets on every continent are selling Pepsi products in every tier of retail.

## LIVE IN THE NOW

Pepsi's global "LIVE FOR NOW" campaign engages millions of consumers across multiple touch points in over 100 languages. This campaign seeks to inspire people to live exciting and stimulating lives by unlocking the excitement of the moment. Millennials are the first generation to live in a world dominated by the NOW. They live by spontaneity, regard social media as both news source and self expression, and believe experience is the new currency for a life well lived. This makes them the perfect Pepsi consumer, ready to truly "LIVE FOR NOW."



## AVAILABLE FOR LICENSING

Fashion Apparel and Accessories, Consumer Electronics, Technology Accessories, Table-Top, Home Décor, Games, Novelty and Outdoor Products

