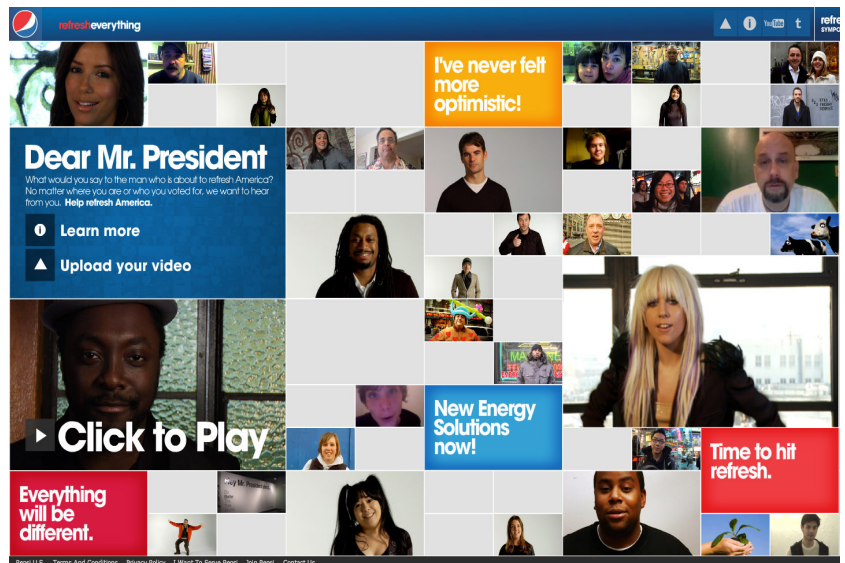


Dear Mr. President, Refresh Everything

Overview

His mastery of social media played no small part in the historic election of Barack Obama. Like no candidate before him, Obama harnessed technology to connect and coalesce key audiences into a political, social groundswell that soundly defeated his opponent. Among the key audiences energized on the pages of Facebook and 140 character tweets were young and first time voters.

Sixty-eight percent of voters ages 18 to 29 cast their ballots for Obama, versus 30 percent for John McCain. That is by far the greatest share of the youth vote that any presidential candidate has received since exit polls began reporting results by age categories⁽¹⁾. Enter Pepsi and its “Refresh Everything” brand campaign. With its newly designed logo in hand, the soda brand points its long board toward the tsunami that is the Obama revolution. And like Obama, Pepsi has chosen the same communication channels to engage the elusive Millennials in an open letter to the new president via its “Dear Mr. President” campaign. The result was a direct line to the Oval Office and a brand introduction like no other.



Goals

- Bring awareness to Pepsi’s updated brand and logo.
- Reestablish Pepsi’s position as a youthful challenger brand.
- Tap into the iconic “change” social/political phenomenon.
- Foster brand community through 2-way communication with customers.

Strategy

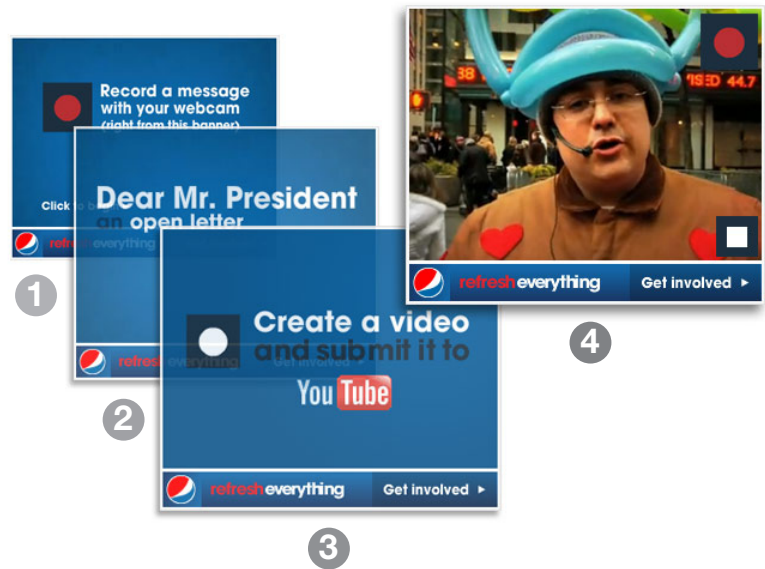
- Energize all channels with Refresh Everything message.
- Harness video content, social media and digital marketing in innovative ways to reach Millennials.
- Align campaign with the inauguration with an open letter to Barack Obama.
- Empower consumers to record a webcam message directly from a video banner, encouraging them to not only interact with the banner, but actually create content and push it back to the brand.

Campaign Details

Advertiser: Pepsi
Campaign: Dear Mr. President 2009
Media Buy: ACME
Creative Agency: R/GA
Interactive Features: Upload/Download;
 Cam in banner.

Tactics

- The campaign used paid search and display ads on Yahoo Music and the Google Content Network to drive traffic to the YouTube brand page and the Refresh Everything microsite. Other channels included e-mail marketing and a mobile site.
- R/GA created a first of its kind Eyeblander-powered banner ad that invited people with webcams to record and upload their message directly within the banner. The best videos were featured on a branded YouTube channel and microsite for refresheverything.com.
- Celebrities like Lady Gaga and Will.i.am delivered their own “Dear Mr. President” video messages and via a link, visitors of the Pepsi branded YouTube channel were directed to a Refresh Everything Facebook profile.



Results

- **6 million** people visited Refresh Everything on Facebook and nearly **85%** were from the target audience of Millennials.
- More than **175,000** became fans of Refresh Everything on Facebook.
- The webcam in Banner unit helped garner over **700** total video submissions that generated **4 million views** and **100,000** text submissions to YouTube.
- The campaign became the **#1** sponsored YouTube page.
- **Millions of consumers** were exposed to Pepsi's campaign by the heavy press coverage, which included **700+** blog postings.

“

In developing a digital strategy for Pepsi, R/GA started with the fundamentals of the brand. Pepsi has always been at its best when it is an active participant in the culture, particularly when our culture is being renewed and refreshed. There is no bigger or better example of a cultural shift than the arrival of a new President. The Dear Mr. President campaign helped people get closer to, and participate in the cultural phenomenon of our time.

”

Dawn Winchester | EVP, Chief Marketing Services Officer, R/GA

⁽¹⁾ Center for Information and Research on Civic Learning and Engagement, at Tufts University