

# Pepsi Super Bowl Mobile Marketing Case Study:

## Pepsi Super Bowl

In the run up to the 2007 Super Bowl, Pepsi unveiled 15 new can designs and created a range of promotions as part of a major new branding initiative. Its Super Can contest gave fans the chance to win Super Bowl tickets for life and a jewel-encrusted can valued at \$100,000. Alongside traditional and online promotions, Pepsi also became the latest brand to deploy a mobile advertising program on the Sprint Mobile Media Network, and one of the first to incorporate video into its campaign.



### Objectives:

- Expand the promotion of its Super Can contest
- Increase awareness of the 15 new Pepsi can designs
- Drive traffic to its mobile web site
- Increase video and wallpaper downloads

### MECHANICS:

Pepsi was able to cut through the noise around the Super Bowl as the exclusive advertiser on the Sprint Mobile Media Network's homepage in the days leading up to the big game. And, as a result, drove consumers from four different banner display ads to Pepsi's branded mobile web site, where consumers engaged in a variety of actions.

Pepsi enabled users to download a custom wallpaper of the "blinged-out" Pepsi can, click to see the video spots featuring the new Pepsi can designs, and click through to Sprint Power View -- the only made-for-mobile video programming network in the United States with original sports and entertainment shows -- where they could view live Super Bowl video clips, sponsored by Pepsi.

#### NIGHTLIFE HOME

If you're looking to take your nightlife promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

#### BARS

Bar promotions are essential to the success of your venue. While you have many options--from newspapers to email--none of these marketing tools offer you the direct and personalized reach of Texting's .

#### CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors--flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

## RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message. Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

## Outcome Analysis:

- 9 million impressions
- An average click through rate of 4.5 percent, with the most popular creative achieving an 11.5 percent average
- 175,000 Pepsi wallpaper downloads

The program was one the first to integrate several engagement mechanics, including content downloads, click-to-view a video ad, and click to see a live TV broadcast. At a time when advertisers are vying for consumers' attention across multiple media channels, Pepsi built awareness and engagement for a major marketing initiative using the Sprint Mobile Media Network – leaving a lasting impression with the 175,000 people that now see the Pepsi wallpaper every time they look at their Sprint mobile phone.

Mobile Marketing Association

