



PEPSI

MORE REFRESHING MOBILE ADVERTISING

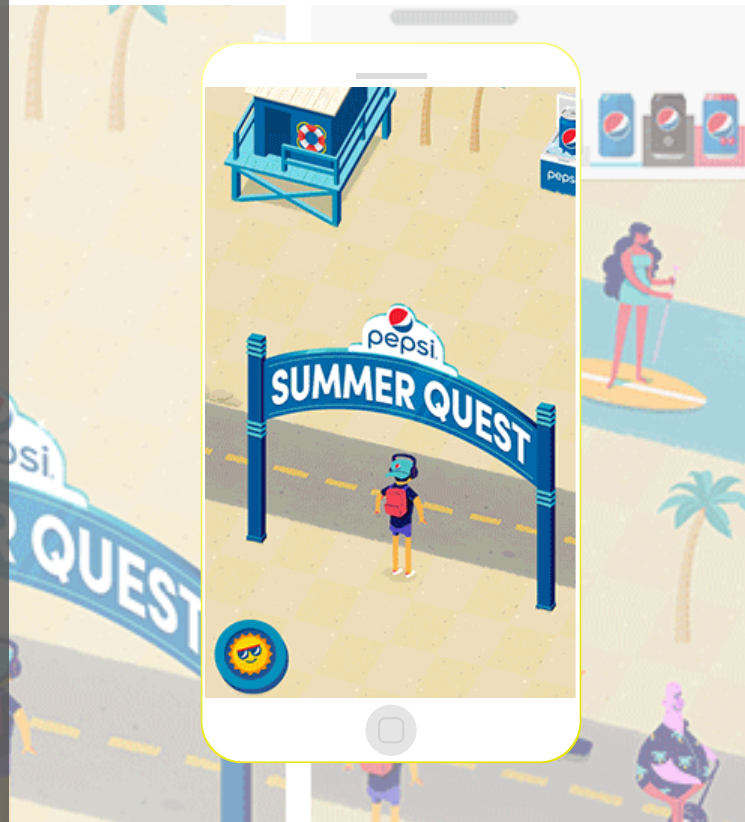
PEPSI LETS CONSUMERS CELEBRATE SUMMER WITH PLAYABLE MOBILE AD

Pepsi's Summer Quest Playable provided a refreshingly innovative way for consumers to engage with the brand.

Featuring 5 episodic levels of jumper-style activity spanning the beach, pool, a music festival and more, consumers were treated to a fun way to celebrate summer and enjoy Pepsi.

Consumers played - and replayed - the ad experience, earning stars and capturing different flavors of Pepsi along the way. A persistent call to action to "Enter the Pepsi Summer Sweepstakes" clicked consumers through to enter for a chance to win tickets, trips, and more.

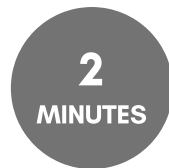
Not just for app install or gaming advertisers, Pepsi proves playables mobile ads are a highly effective format for brands.



PROVEN PERFORMANCE



COMPLETION RATE



AVERAGE TIME SPENT



CTR FROM ENGAGEMENT



CTR FROM END SCREEN TO ENTER SWEEPSTAKES