

# Case Study : PEPSI - Throwback Your Look

## ABOUT THE CAMPAIGN

In the Spring of 2009, Pepsi launched their Refresh Everything campaign which included the release of the Pepsi Throwback and Mountain Dew Throwback versions of their popular sodas. Each reintroduced the original all-natural sweeteners used in the 60s and 70s and served as the basis for a retro concept that Pepsi wanted to extend through a fully integrated online campaign.

## THE CHALLENGE

Weber Shandwick, Pepsi's agency, came to Sprout with a campaign website that included throwback wallpapers and a 60s and 70s jive-talk guide. However, they were missing a truly engaging experience that would drive viral distribution through social networks. Frank Cooper, VP of portfolio brands, Peps-Cola North America Beverages, expressed out goal best. He said "bring some (people) down memory lane, and for those too young to remember, it will be a chance to experience a new twist on their favorite brands."

## OUR WORK

Sprout tapped into the vibe of the project by creating a Facebook application that allowed users to throwback their look by importing a portrait of themselves, or taking one with their web cam, and placing in into a customizable retro template. The application was fun and engaging, placing Pepsi's products within an entertainment experience. Once the users' creation was complete, they could share it with friends on Facebook. And because Sprout is focused on reaching friends wherever they are, the application also supported sharing on MySpace.



The Sprout application home, where users select their look and insert their photo.



A completed Sprout with user's photo embedded in the Throwback photo.

## THE RESULTS

The overall Refresh Everything campaign was so successful for Pepsi that they are relaunching in December! In the interim Pepsi's campaign Facebook fan page is celebrating "all the Throwback tweets, Facebook fan pages, videos, blog posts, pics and pleas." The Throwback Your Look application was a big part of what drove this community response:

- › Over 36% of users that launched the application published a Throwback Your Look widget.
- › Of the published widgets a full 1/3 were shared through their activity stream and news feed, and through their friends' news feed.
- › Average time in the application was over 1:40.

## ONGOING ENGAGEMENT

As with all Sprout engagement campaign, the goal is to foster ongoing conversations. The Throwback Your Look Facebook applications not only drove significant participation and sharing, but led to the acquisition of new fans on Facebook whom Pepsi can continue to communicate with moving forward.



Users can easily share their creation on Facebook.



Cross network publishing