

# DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL [BIGDECKDESIGNS@GMAIL.COM](mailto:BIGDECKDESIGNS@GMAIL.COM). THANK YOU!



PEPSI MUSIC SUMMER '18

## STRATEGIC PLATFORM

SEPTEMBER 7, 2017

### THE ASSIGNMENT

An overarching content & engagement story that amplifies 2018 Pepsi Summer Communications and engages music fans.

### CONSIDERATIONS

- Experience should contain elements that resonate with Heavy/Medium buyer music preferences and Hispanic
- Program title and thematic name should include a call to action
- Consider what music-related pricing should we offer consumers to build a stronger tie between Pepsi and music
- Explore how we can bring the program to life via scalable experiential activations?
- Explore how we can use a streaming music partner to amplify and complement planned activity
- Consider how can endosor partnerships be utilized to further amplify program (DMA, Vevo, CMT, iHeartRadio, Live Nation)
- Explore additional music elements / partners could we include to amplify the summer.

### WE ARE LIVING IN AN ERA OF ANXIETY AND UNCERTAINTY

We live in a world characterized by social political and cultural upheaval.

We no longer trust our leaders, the institutions that once defined us are losing relevance and for many the promise of the American dream is eroding.



7 in 10 Americans have less than \$1,000 in savings



The median retirement savings for all families in the U.S. is just \$5,000



Only 37% of Americans have enough savings to pay for a \$500 or \$1,000 emergency



38 million households in the U.S. live hand-to-mouth, spending every penny of their paychecks



On average, workers aged 30 to 49 are saving \$200 a month for retirement while those aged



50-59 are adding a mere \$78 to their accounts



Source: Pepsi Summer '18 Music Brief



### OUR TARGET AUDIENCE: GENERATION X

