



Pepsi has been bringing fun and refreshment to consumers for over 100 years.

Pepsi-Cola has grown to become one of the best known, most loved products throughout the world. Today, the company continues to innovate, creating new products, new flavors and new packages in varying shapes and sizes to meet the growing demand for convenience and healthier choices.



Topsnap Views
+2.9M



Unique Viewers
+2.4M



Females
76%



Males
24%



GOAL

Promote the launch of the new Pepsi Black.



SOLUTION

Launched 3 editorial snaps at position 2, for 1 day on Layalina discover channel.