

Pepsi Bundle Deal

Challenge

Pepsi is one of the biggest FMCG advertisers in Thailand, owning both physical & digital channels. In this campaign Pepsi wanted to focus not just on visibility, but sales uplift across 2 key channels on Grab - Grab Food & Grab Mart. Their goal was generate sales, in a competitive environment, through bundle deals and promotions through pairing Pepsi with a meal.

Solution

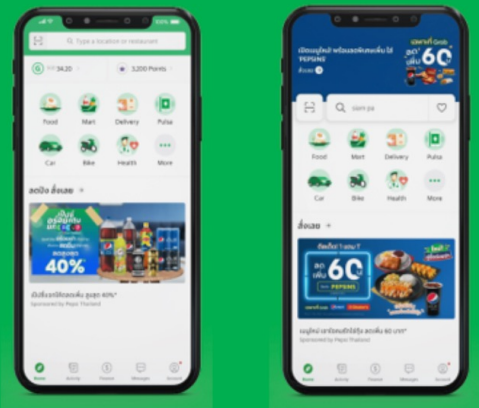
They set up a 2 pronged approach, partnering with leading QSR brands with bundle promotions (purchase a meal with a Pepsi to get a special deal) and partnered with large, well known local retailers on GrabMart.

They advertised these promotions by utilising key display assets such as Masthead, Grab Homepage & Food & Mart homepage banners to drive awareness & generate sales .

GrabAds also commissioned a Kantar study to measure the impact against top of mind awareness & association objectives.

Campaign Formats

Masthead, Food & Mart banners



ดีลลดสูงสุด 50%*

สั่งเดียว ลด 60 บาท*
ใส่โค้ด PEPSINS

Results

3.9M+
Impressions

23,699
Clicks

+15%
Ad Recall
2.4x higher than Kantar SEA Norms

+11%
Sales Uplift on GrabMart
In the campaign period compared to baseline

+21%
Sales Uplift on GrabFood
In the campaign period compared to baseline

