

Pepsi builds on 2014 football campaign

Earlier in the year Pepsi kicked off its global campaign with the announcement of the 2014 superstar football squad. As part of the campaign, it recently launched limited edition 'collectible cans', featuring the Pepsi global athletes such as Robin van Persie, David Luiz, Sergio Ramos, Sergio Agüero, Jack Wilshere and Leo Messi. The athletes will star in the television commercial scheduled to be released later in the year. Supported by attention-grabbing packaging and in-store displays, the new 'football inspired' cans have been designed to bring to life these athletes' flair and enthusiasm for the game.

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