

# ADGILE

MEDIA GROUP

## Let's Wake up America with Energy



### CAMPAIGN NAME:

Pepsi Launches Mountain Dew Energy Cherry Lime Lift

### THE SITUATION

Pepsi Cola was moving to launch a new energy variant for its Mountain Dew Brand, in eight major markets across America. The key brand goal was to make a splash with distributors, retailers, and consumers. The Role of OOH in the media plan was to not just augment other aspects of the media mix, but to be its own awareness driver/ brand amplifier. Establishing a large geographic footprint in each market was a must. Adgile's fleet of Mobile billboards provided a very credible solution.



### THE KEY CHALLENGES

- A simultaneous launch in eight markets.
- A two-week roll-out schedule from "GO".
- OMG and Adgile partnered to execute on all logistics and creative asset production.
- Adgile must deliver on previously established delivery metrics.

### MARKETS

Eight (8) major US markets: Atlanta, Portland, Chicago, Denver, Austin, Minneapolis, Tampa, and Buffalo.

### OUTCOMES

- Pepsi / Mountain Dew see value in our ability to manage the campaign nationally, yet, implement locally.
- Size of Truck-side ads offer Pepsi / Mountain Dew a robust creative canvas.
- Pepsi / Mountain Dew, OMG and Adgile collaborate and achieve successful in-market launch.
- Adgile deploys a creative team to capture in-market/in-field video coverage of the "making of".
- The client agrees to re-targeting dynamics for post-flight impact.

### CLIENT COMMENTS AND TESTIMONIALS

We have had such a positive experience with our Mountain Dew campaign to date. we wanted to recommend Adgile for another project.



*Adgile Media Group.  
Revolutionizing the  
"IMPACT" of OOH Media.*

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