

Think Big. Build Bigger

PepsiCo Labs

2024 Marketing Scouting Areas

2024 Marketing Program Timeline

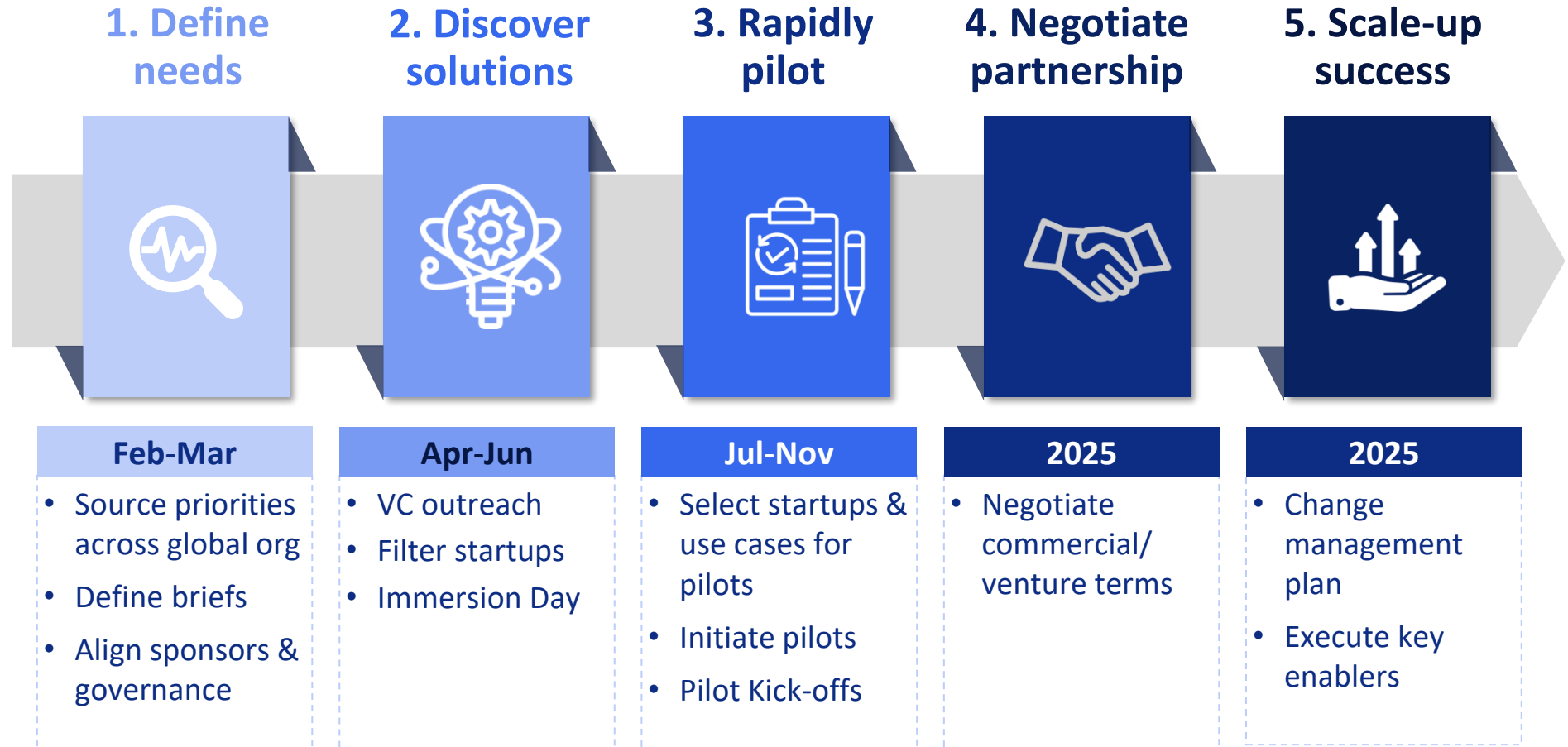
Upcoming Dates

March-mid April
Align terrains, leads & sponsors, define briefs & scorecards

Mid April
Connect with VCs for solution recommendations

April-May
VC recommendations, startup reviews

June 12-13th
Immersion Day



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Today

2024 Marketing Scouting Terrains



Strategic Pillar

Personalization at Scale
Iconic Brands

Becoming Better Investors

Scouting Terrain

1. Creative Transformation

2. Consumer Connections

3. Media Value Chain

Sub-Terrains

Consistent Asset Tracking: Enhancing standardization and governance across the creative & media lifecycle

Interactive, Global Experiences: Create more meaningful, engaging consumer experiences in a scalable way

Media & Creative Automation: Creative optimization solutions to deliver personalized content that resonates

Marketing Ops Visibility: Increasing visibility to improve operational efficiencies with asset production

Experiential Marketing: Extracting more value from experiential marketing events

Nontraditional/New Media: strategically insert brands into emerging, non-traditional channels where consumers are going & engaged

Creative Ladder: Driving explainability and automation in Creative Excellence scores

Accelerated Creative: Increase efficiency of production to take personalization to next level

The 2024 Digital Marketing program is focused on 4 key scouting priorities

Focus Areas Details

Terrain / Sub-Terrain		Problem Statement	Use Case
1A. Creative - Integrated creative ecosystem	1.1 Consistent asset tracking across creative lifecycle	Inconsistent naming of assets makes it difficult to track asset throughout its lifecycle from pre-testing to in/post airing, resulting in several challenges	Create consistent tracking of assets across full creative lifecycle (e.g., consistent naming conventions through taxonomy)
	1.2 Marketing ops spend visibility	Limited visibility into marketing operations spending, hindering ability to increase operational efficiency & ROI on creative assets	Tech solution to provide visibility into marketing operations spending – ideally automated & centralized
	1.3 Automating Creative Ladder	While incredibly valuable for building “iconic brands” , PepsiCo leverages a campaign effectiveness scoring methodology that relies on expert panel with is highly manual & subjective	Solution to help identify key predictors of Creative Ladder scores, enhancing explainability of scores to improve ability to achieve top scoring creative assets
1B. Creative - Accelerated Creative	1.4 Accelerating creative development	Creating assets is often highly manual, time intensive, and costly; As demand for new, engaging, & personalized content increases, need to reduce manual requirements	Tech that expedites the creation process (voice, text, image, video), while maintaining quality and brand consistency
2.0 Consumer Connections	2.1 Interactive, global experiences	Difficulty creating interactive & engaging experiences with consumers at scale	Open brief: Solutions that allow us to create interactive & meaningful brand experiences for consumers, in a global way
	2.2 Experiential marketing	No streamlined way of approaching & deriving the most value out of experiential marketing activations	Open Brief: Creating and deriving more value out of effective experiential marketing activations
3.0 Media Value Chain	3.1 Media & Creative Automation	Need the ability to efficiently bridge the gap between delivery automation & creative optimization based on real-time performance to optimize ROI	AI-powered media optimization solutions that combine delivery & bid automation with creative optimization to deliver personalized creative at scale
	3.2 Nontraditional/ New Media	Need ways to continue to meet the consumer where there are & in an engaging, authentic way	Open brief: Solutions to help us penetrate emerging, nontraditional channels with highly engaged audiences for more quality impressions