



Pepsi Max

The Oomph!-O-Meter

AMV BBDO

Pepsi Max, an official sponsor of the NFL, was searching for a creative way to make Brits let loose and embrace the American enthusiasm for the game. With help from AMV BBDO, the brand put a twist on the traditional vending machine and created the oomph!-o-meter, a vending machine that only accepts enthusiasm as a form of payment. From high fives to chest bumps, see how the oomph!-o-meter challenged even the most fanatical Brits to give it some oomph and vend prizes.