



Taste Challenge

Pepsi Max enlisted Hypetap's help to put the people's taste buds to the test as part of the 2021 Pepsi Max Taste Challenge.

Aligning with lifestyle and comedy influencers helped capture the fun at the essence of the challenge. Across the campaign, 57 content pieces went on to generate over 4.2 million impressions Australia-wide.



Learn how we helped position Pepsi Max as the better tasting cola

The brief

Our challenge was to match Pepsi Max with top-tier influencers who could create highly entertaining videos comparing the superior taste of Pepsi Max to their full-sugar competitor. The success of the content was evident in the mass awareness achieved and comedic relief it provided potential consumers nationwide, positioning Pepsi Max as a brand that is on-trend.

Key campaign goals:

Awareness

Drive awareness of the Pepsi Max Taste Challenge

Positioning

Dramatise the great taste of Pepsi Max

The influencers and creators

Total involved

Five top tier influencers and comedians

Primary channel

Content was centrally located on Instagram

Omni-channel approach

The Shameless Podcast and newsletter boosted campaign awareness



The outcomes

4,213,522

Total impressions

3,218,936

Cumulative reach

292,588

Total organic engagements

577

Total saves

