

PEPSI REFRESH SOCIALMEDIA CAMPAIGN

A Case In Point? Or A Point In Case?

For 23 years, [Pepsi](#) religiously advertised in the [Super Bowl](#). In a recessionary economy and certainly quite concerning times for Corporate America about cash flow and debt, Pepsi decided to launch its 2010 \$23 million-social media campaign, called "[Pepsi Refresh Project](#)" with the objective to reach consumers directly. The announcement had many CEOs wondering if Pepsi is a traditional "case in point" seeking to cut to chase or if Pepsi is a trendsetting "point-in-case" venturing in social media.



Was Pepsi Set Off For A Good Start?

Certainly. Pepsi sparked controversy right before the Super Bowl announcing the **Refresh Project** in a press release that ignited conversations on well-established blogsphere and news casts. The action generated tremendous free publicity (which of course-- turned out to be great savings for Pepsi!). But what would you expect in a trouble economy? It was just something else contributing to the *Sign of the Times*. As the news virally reached main-street, there were two main reactions. One was from the consumers, who joyfully visited [Pepsi Refresh Project](#) website for information. The other was from business people who questioned Pepsi's R.O.I. projection on the social media campaign.

Pepsi Refresh Project — A “Point-In-Case”

Although the objective in social media is to gather fans or followers, the case-in-point for Pepsi seems to be right on the money. They want to gather a community filled of consumers with the “now” mindset that can tell us about the “what,” and “where,” but most importantly, the “when” and “why.” Surely, we are all seeking to understand why consumers purchase [Pepsi](#) over [Coca Cola](#). And, this is why Pepsi may encounter some challenges. Nobody has yet found an effective model to track consumers in social media despite recognized efforts by the experts. Let's face it. Surveys and polls help, but unfortunately they don't relate enough data since they can be manipulated or influenced by respondents.

While Pepsi is making a point-in-case by leading some few corporations that believe in the value of social media, we just hope that Pepsi has taken the appropriate steps to be successful (Cheers to that!). Social media is [affordable](#) for businesses at any level and size, but if you don't have the right team to help you establish clear marketing goals, organize your tracking and measuring efforts into a logical framework, and take a long-term approach, you may quiet

not see a good R.O.I. [Carmen Bracamonte & Market To Flip](#) has done extensive research on Social Media R.O.I following the suggestion of her CEO peers' concerns about social media. Follow [Carmen on her SEO Chronicles – SEO Made Simple Blog](#) to keep track of her findings.