

Pepsi takes over global locations to unleash new look

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Pepsi's new look takes flight worldwide, taking over iconic global locations as its first major global redesign in fourteen years was unleashed across over 120 markets. To mark the moment, digital installations – each featuring the re-designed and refreshed Pepsi® globe logo – rose above landmarks worldwide for a digital showcase of Pepsi's new visual identity in a blaze of pulsing electric blue and black, carrying the brand into its new era.

In London, a Pepsi digital installation appeared beside The O2 arena in the east of the city, appropriate to the brand's long and storied support of international music acts. The view from the nearby cable cars saw an inflatable Pepsi can rise from the water, shortly followed by a light show of drones forming a pulsating dynamic composition in the sky.

A hot air assembly, forming a giant Pepsi logo, took over skylines in Warsaw, Poland and Ho Chi Minh, Vietnam, each comprised of over 70 balloons.

Elsewhere worldwide, Pepsi put on vast shows in AlUla in Saudi Arabia, on the Nile in Egypt and Ain Dubai, each harnessing innovative technology - giving consumers cutting-edge experiences to discover. Meanwhile, the Gaddafi Cricket Stadium

in Pakistan saw a giant Pepsi can land mid-game, to the audible delight of the onlooking crowd.

The new logo thoughtfully borrows equity from Pepsi's past whilst incorporating modern elements to create a look that is unapologetically current and undeniably Pepsi. The updated colour palette introduces electric blue and black to bring a contemporary edge to the classic Pepsi colour scheme, whilst the signature Pepsi pulse evokes the "ripple, pop and fizz" of Pepsi-Cola â?? moving in time to the beat of the music, the roar of the crowd, the heartbeat of culture. The logo was first unveiled in the US and is now launching in over 120 countries worldwide through various consumer touchpoints - spanning digital, experiential and retail.