



2010 eec People's Choice Award: Best in Email

Submission Form

Nominee Information

Name: Matt Smith

Title: Group Creative Director

Company: Tribal DDB

Website: <http://awardshowentries.com/xtras/>

The eec People's Choice Award: Best in Email nominee is an individual or company who has contributed to email marketing excellence and results in the last 12 months, and has exhibited corporate and environmental responsibility.

Describe the Campaign Objectives in the past 12 months

Over the past twelve months, the campaign objectives for the Pepsi Xtras email program have been:

- increase registered members within the Pepsi Xtras database
- provide unique and engaging content offerings for consumers that encourage click throughs
- promote internal corporate initiatives as well as partner offerings
- inform members about the most current and relevant Pepsi/partner offerings
- reward members for spending time with our brand

Describe the Creative Strategy

The creative strategy for each monthly Pepsi Xtras email is to communicate the most exciting and most relevant offerings for our consumers in a manner that features this information in a clear, concise and easy-to-understand manner.

Describe the Marketing Strategy

The marketing strategy behind the Pepsi Xtras program is to use both demographic and geographic targeting in order to reach each unique consumer, with multiple versions of each email.

Describe the Results (include supporting evidence, if needed)

To date, more than 13,804,695 people are a registered member of Pepsi Xtras; up from the initial 5,599,519 in 2003. From the members, each newsletter is typically forwarded to more than 500,000 additional people. Each message included in a campaign receives an average click through rate of 12.9%. The individual

messages that promote all of incremental sites for Pepsi serve as the single largest traffic driver, offering up roughly 50% of all visitors, across all brands.

Additional Information: Why do you think this campaign should win the Best in Email Award?

Beginning in 2003, Pepsi Xtras began as a single message email that offered consumers the latest news on Pepsi sponsored events around the country, like the Pepsi Racing Daytona 500. Over the next four years, the program expanded into a bi-monthly newsletter with four or more messages featured in each deployment. Customer partners of the Pepsi Co. Division, like Frito Lay and Pizza Hut, saw this as a great opportunity as well and started to place callouts in Xtras. The messages grew from news and events, to include exclusive sweepstakes and free coupons for its members.

Career or Company History

For more than 100 years, Pepsi Cola has held on to a loyal fan base, but they needed a fresh way to reach consumers among the clutter of every other soft drink and beverage. During the 90s and early 2000s, customer relationship marketing was an untapped source amongst advertisers. Pepsi recognized this, and in 2003 the Pepsi Xtras email program was brought to life.

Other Relevant Information:

Now in its seventh year, each Pepsi Xtras issue features more than seven messages, including all PepsiCo brands and a wide range of 3rd party partners like Quiznos, 7-Eleven, and Kroger.

Nominator Information:

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