

# Case Study



## Football Hero wins fans for Pepsi

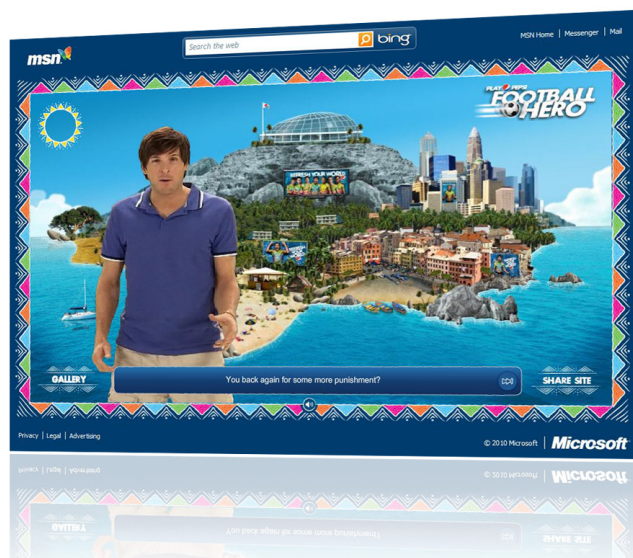
PepsiCo International wanted to build on the success of its PepsiMax Club campaign. The goal was to attract male consumers aged 18-34 from new markets to its interactive digital football experience to expose them to the PepsiMax brand.

### Building a Social Gaming Solution

Building on the momentum of the 2010 World Cup, Microsoft® Advertising and PepsiCo developed *Football Hero*, an innovative web experience that set the stage for football fans around the world to dive into the action and feel like a world-famous footballer.

The Microsoft Advertising Global Creative Solutions team worked closely with PepsiCo International Digital Marketing and OMD International to design, build, and deploy the campaign. Microsoft Advertising promoted the campaign in 14 global markets via editorial and media properties such as Xbox.com, Xbox LIVE®, Hotmail®, and the MSN Portal.

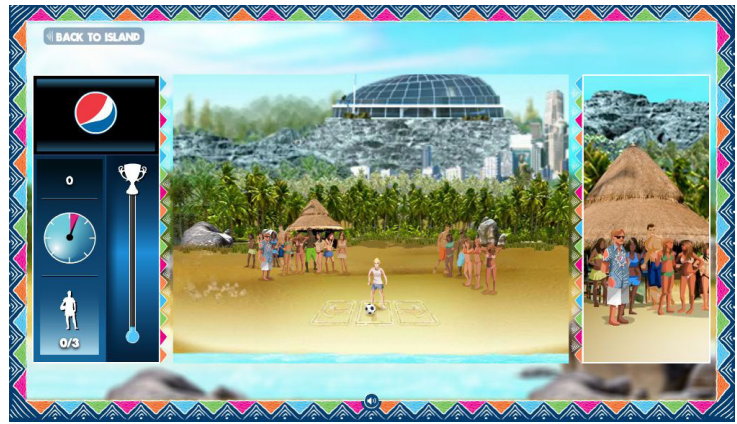
One key to the success of *Football Hero* was making the microsite relevant to local gamers in the 14 target countries. Microsoft Advertising developed 30 versions of the microsite in 10 languages to allow PepsiCo to showcase the individual promotions and advertising messages specifically crafted for each local market. The end result: A centrally controlled web experience with local flavor.



<b>Client</b>	PepsiCo International
<b>Countries</b>	UK, Spain, Germany, Italy, Sweden, Brazil, Mexico, Romania, Greece, Poland, Argentina, Egypt, Saudi Arabia, and Ireland
<b>Industry</b>	CPG
<b>Agencies</b>	OMD
<b>Objectives</b>	Engage target audience with an interactive, immersive, and fun experience
<b>Target Audience</b>	Males 18-34
<b>Solutions</b>	Custom microsite, MSN, Windows Live, Xbox LIVE
<b>Results</b>	10 million unique users One million games shared virally 10 minutes on site and games per user (average)

## Going from Zero to Hero

The *Football Hero* experience offered five interactive games and featured exclusive content from international football stars such as Lionel Messi, Didier Drogba, Thierry Henry, Kaka, Frank Lampard, Fernando Torres, Andrei Arshavin, and Michael Ballack. Fans could even share the games with friends on social networking sites and via e-mail and Windows Live® Messenger. Local offline promotions included on-pack and in-store Pepsi retail advertising that aimed to drive consumers to the *Football Hero* site.



When football fans enter the microsite, they are greeted by a footballer who invites them to get into the game. The visitor creates an avatar that becomes his gaming persona and starts out as a “Zero,” or no-name footballer. At the “Zero” level, the gamer works to impress the coach and make the team. As the levels progress through “Amateur,” “Star,” “Pro,” and, finally, “Hero,” the gamer gets a chance to secure lucrative advertising contracts and take the all-important free kick in the last minute of the final game.

Along the way, gamers meet with pesky meerkats, African wildlife and a variety of unusual barriers as they unlock a series of adoring female football fans who spur them on. Gamers are encouraged to share their progress and reward videos with their friends via IM or e-mail—and share everything via their social networks.

## Taking Entertainment Viral

The Microsoft Advertising campaign exceeded PepsiCo’s expectations. *Football Hero* reached 10 million unique users. Those users spent an average of 10 minutes on the site, exploring content and playing games. What’s more, one million games were shared virally through social networking components, exposing the Pepsi brand to an even wider audience.

“Working with Microsoft Advertising allows us to reach a vast audience of engaged consumers,” says Claudia Lagunas, Digital and New Media Director at PepsiCo International. “Our target consumers are always looking for new, exciting, and more engaging ways to spend time online. The *Football Hero* website and campaign proved to be a popular source of entertainment as hundreds of millions turned their attention to football and enjoyed an immersive brand experience.”

## About Microsoft Advertising

Microsoft Advertising provides advertisers and publishers with media, tools, and services to drive deep and profitable engagement with their audiences. This includes a global media network of all of Microsoft’s digital advertising businesses: MSN, Windows Live, Office Live, Xbox LIVE, Bing, and more; Microsoft Advertiser and Publisher Suites, which simplify planning and management of campaigns and content; and a range of services that help advertisers and publishers untangle the complexities of digital media and get more out of their marketing and content investments. Microsoft Advertising makes buying and selling media simple, smart, and cost-effective across media and devices in the Microsoft network of properties and beyond. Visit <http://advertising.microsoft.com> for more information.