

WE NEED DESIGN MORE THAN EVER.

The world is changing radically, at an unprecedented pace that has completely shattered the rulebook for traditional design. Striking advancements in digital technology have produced consumers who are smarter and more demanding. They are also keenly aware that they have an infinite array of choices to meet their every need, which makes consumers uninterested in one-dimensional products. Rather, they seek holistic solutions, meaningful experiences and genuine stories. Beyond simply purchasing an object, today's consumers want to be part of a bigger, broader story that radiates with authenticity.

As a company more and more committed to fearless innovation, PepsiCo is at the forefront of this shift, employing design as a way to create unparalleled experiences: unforgettable and surprising moments layered with fun, happiness, convenience, emotion, safety, pleasure, nourishment and community. Brands are no longer the actors of a one-directional monologue to consumers—those days are gone. Now they are the topic of an ongoing conversation amongst people online and offline, and brands simply cannot buy their way in. They need to earn the right to be part of that dialogue.

The meaning of innovation has completely shifted, even from just a few years ago. In the past, compelling designers were revered for their creative exploration of objects like furniture, clothing, buildings, cars—and even more recently, computers, tablets and phones. But now that start-ups and apps are dominating design industries, innovation in design has expanded to the creation of interfaces, digital experiences, intelligent objects—all the way to entire nations, governments and virtual reality.

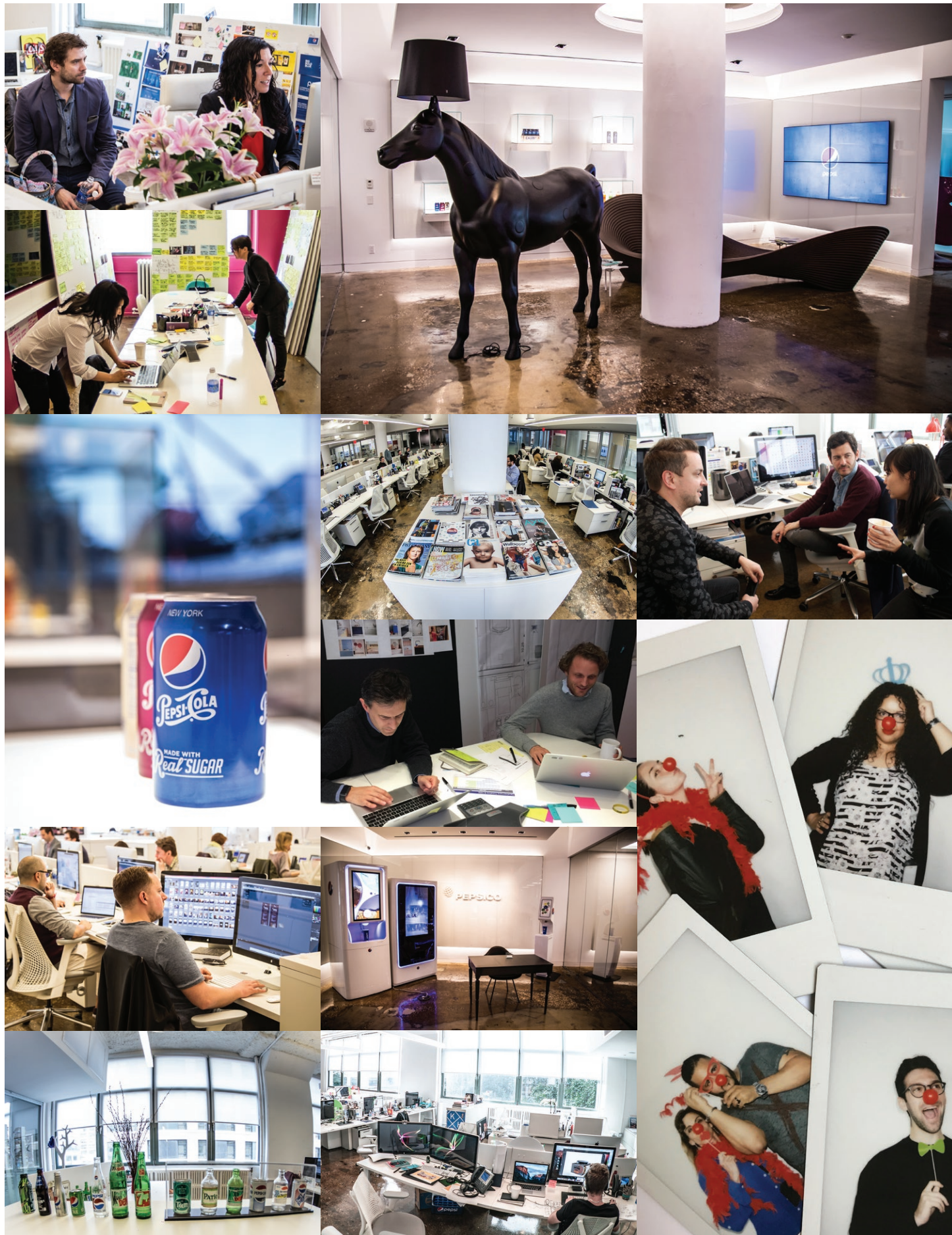
This monumental about-face is impacting traditional models of marketing innovation and technological development, while creating space for fresh disciplines and approaches. Designers are playing a new role in this evolving scenario, as they have morphed into 24/7 ethnographers focused entirely on people, able to understand the needs and dreams of current and future societies, while transforming them into meaningful and significant solutions that effortlessly connect business, technology and communication.

The designer is the composer of modern-day life, spinning each touch-point of a brand into a coherent and radiant symphony that spans from the product to its packaging, promotional events to operating instructions, retail to digital, and the moment of purchase to its inaugural use. Designers are the glue, facilitators and connectors, always in dialogue with other disciplines—marketing, R&D, operations, manufacturing, consumer insights, strategy, legal—yet the consumer is always at the forefront of their hearts and minds. Design and innovation are inseparable—one simply does not exist without the other.

We understand that intimately, which is why the daring collection of brands in this book has won almost 500 design awards since the inception of the function at PepsiCo. In the few years since these collaborations began hitting the market, we have driven ground-breaking marquee events across the globe. These projects and encounters boldly live at the intersection of personalized emotional experience and futuristic food and beverage innovation. Within these pages lies a five-year retrospective of our passion for innovation, each project representing our founding mission for human-centered design: a discipline in which magic, and the delightfully unexpected, drives the creative process.

At PepsiCo, each of our products and brands offer a curated story and deeply meaningful experience that not only considers the personal relationship between the consumer and the solution, but the story that a consumer's relationship with the product tells the rest of the world. If our mission as designers is to build a better, happier, more sustainable world, then we have to focus on more than just creating physical objects. We have to value the meaning of the experience and commit to developing that meaning for every individual who interacts with one of our brands. And that's why the world needs design more than ever.

MAURO PORCINI
SENIOR VICE PRESIDENT AND CHIEF DESIGN OFFICER
PEPSICO



**OUR DESIGN
CAPABILITY
PLAYS AN
INDISPENSABLE
ROLE AS A
GLOBAL
GUARDIAN FOR
OUR BRANDS'
IDENTITY, EQUITY
AND SUCCESS
WORLDWIDE.**

RAMON LAGUARTA

CHAIRMAN AND CHIEF EXECUTIVE OFFICER
PEPSICO

**WE EMBRACED DESIGN
AS A CORE BUILDING
BLOCK OF INNOVATION.
BY CREATING A WORLD-
CLASS DESIGN FUNCTION
AND STAFFING IT WITH
THE BEST AND BRIGHTEST
FROM AROUND THE GLOBE,
WE HAVE BEGUN TO EMBED
DESIGN EARLY IN THE
INNOVATION PROCESS
IN ORDER TO INFLUENCE
PRODUCT, PACKAGING
AND EXPERIENCE
DEVELOPMENT IN ITS
FORMATIVE STAGES.**

INDRA NOOYI

FORMER CHAIRMAN AND CHIEF EXECUTIVE OFFICER
PEPSICO





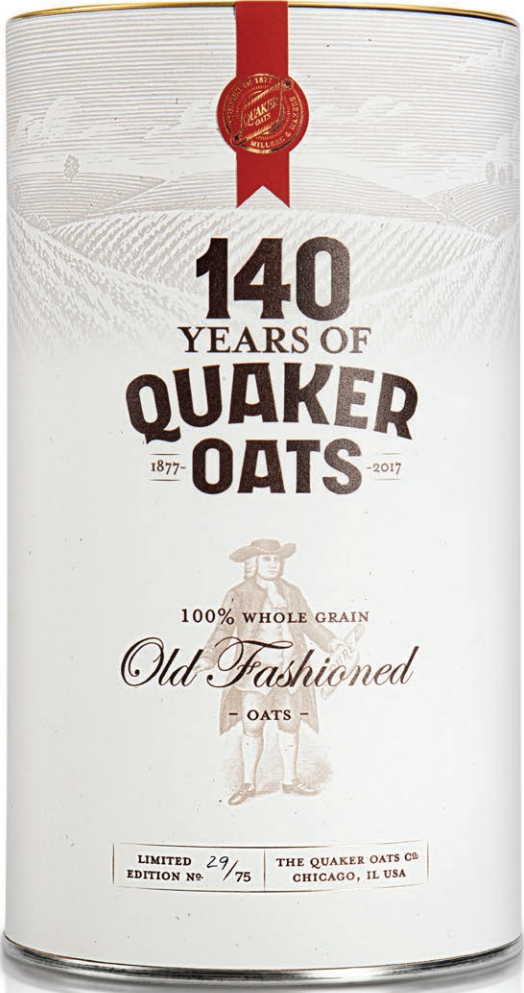
love for all tastebuds













LIFEWTR SERIES 1: PUBLIC ART

LIFEWTR is a premium water brand that advances and showcases the sources of creation and creativity. The brand supports emerging artists in everything they do and provides a canvas for creators to unleash their creativity on a global scale. Each series focus on a unique aspect in art, with bottle designs rotating throughout the year. 2017













PEPSI X SHFW S/S18
CHINA 2017



LIVE FOR NOW

百事可乐上海时装周2017秋冬特别限量罐



SUPER BOWL LI HOUSTON TX 2017

EXPERIENCE

Super Bowl LI
February 5th 2017
Houston TX





GATORADE GX GYM
SUPER BOWL LI / NBA ALL-STAR GAME
2017



PEPSI ZERO SUGAR
HALFTIME SHOW CAMPAIGN
2017



PEPSI ZERO SUGAR HALFTIME SHOW
LIMITED EDITION CAN
2017











**WE BELIEVE IN
AND ARE
COMMITTED
TO DESIGN AS
A CRITICAL
ASSET DRIVING
VALUE FOR
PEPSICO'S
FUTURE.**

HUGH F. JOHNSTON

VICE CHAIRMAN AND CHIEF FINANCIAL OFFICER
PEPSICO

**INCREASINGLY, DESIGN
HAS BECOME THE
INTEGRATOR, CONNEC-
TOR, FACILITATOR AND
CATALYST FOR PEPSICO'S
MULTIDISCIPLINARY
EFFORTS FOCUSED ON THE
CONSUMER EXPERIENCE.
IT HAS BECOME AN
INTEGRAL AND
INDISPENSABLE PART OF
OUR BUSINESS STRATEGY
AND IS IMPACTING ALL
KEY GROWTH LEVERS
AND BUSINESSES
AROUND THE GLOBE.**

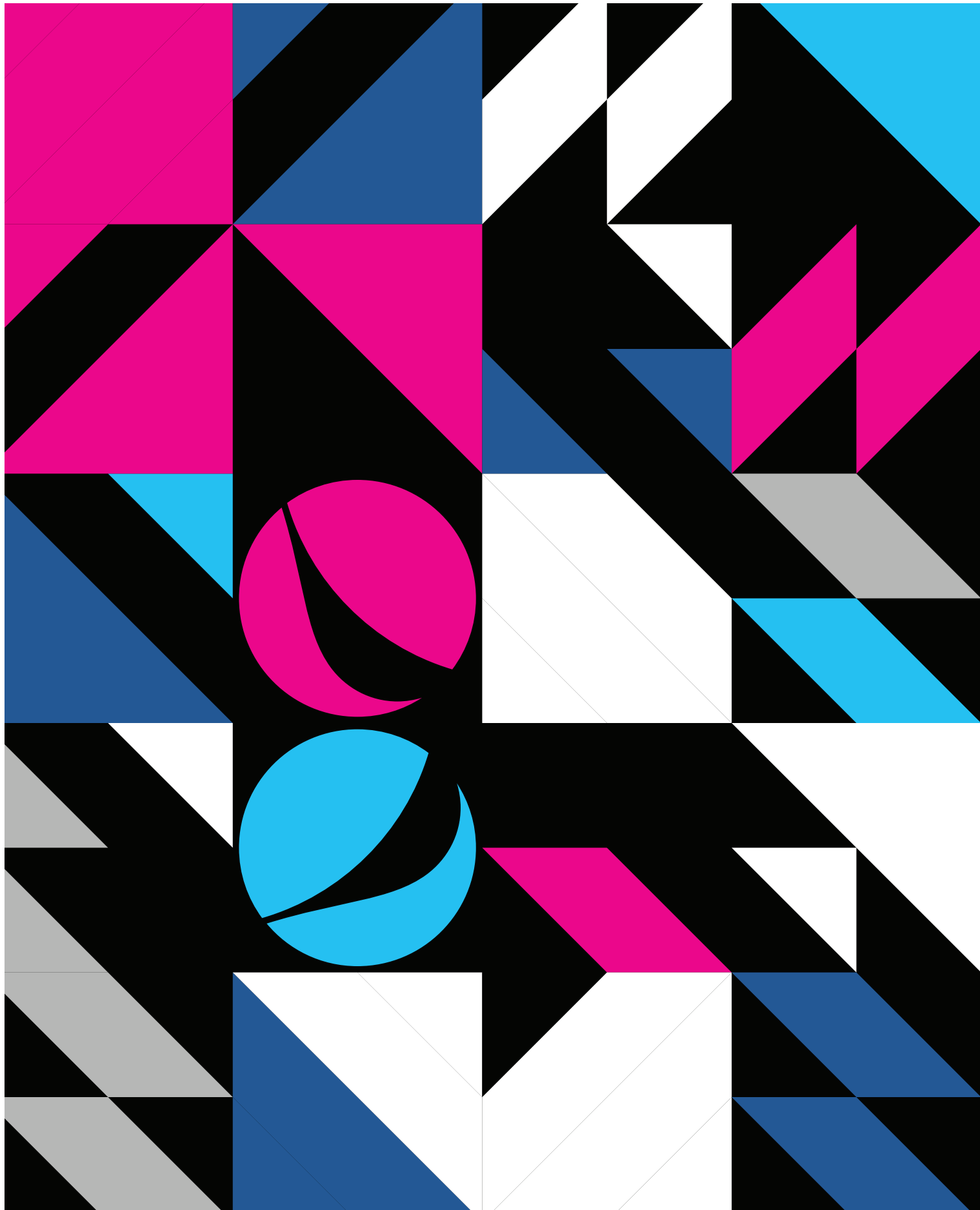
EUGENE WILLEMSSEN

EXECUTIVE VICE PRESIDENT, GLOBAL CATEGORIES AND FRANCHISE MANAGEMENT
PEPSICO









FIND YOUR TRIBE

Shifting attention back to
real people and away from
consumption groups.

We are devoted advocates for a radical shift in design consciousness: innovation for tribes, not generic consumer targets. Tribes are real groups of individuals with shared interests and aspirational lifestyles. This is unquestionably the most genuine human design strategy, as it shifts attention back to authentic people and away from formulaic consumption groups.

When it comes to misidentifying tribes, brands often make three primary mistakes. They're generic, representing no distinct point of view or uniqueness. They become hyperstereotypical about gender-based assumptions, and they overprioritize on functional benefits, compromising a valuable emotional perspective for a dispassionate list of benefits. We see it all the time, especially in women's brands, when designers lean into unfair stereotypes (not all women are spellbound by the color pink) and away from the individual's actual desires and ideals.

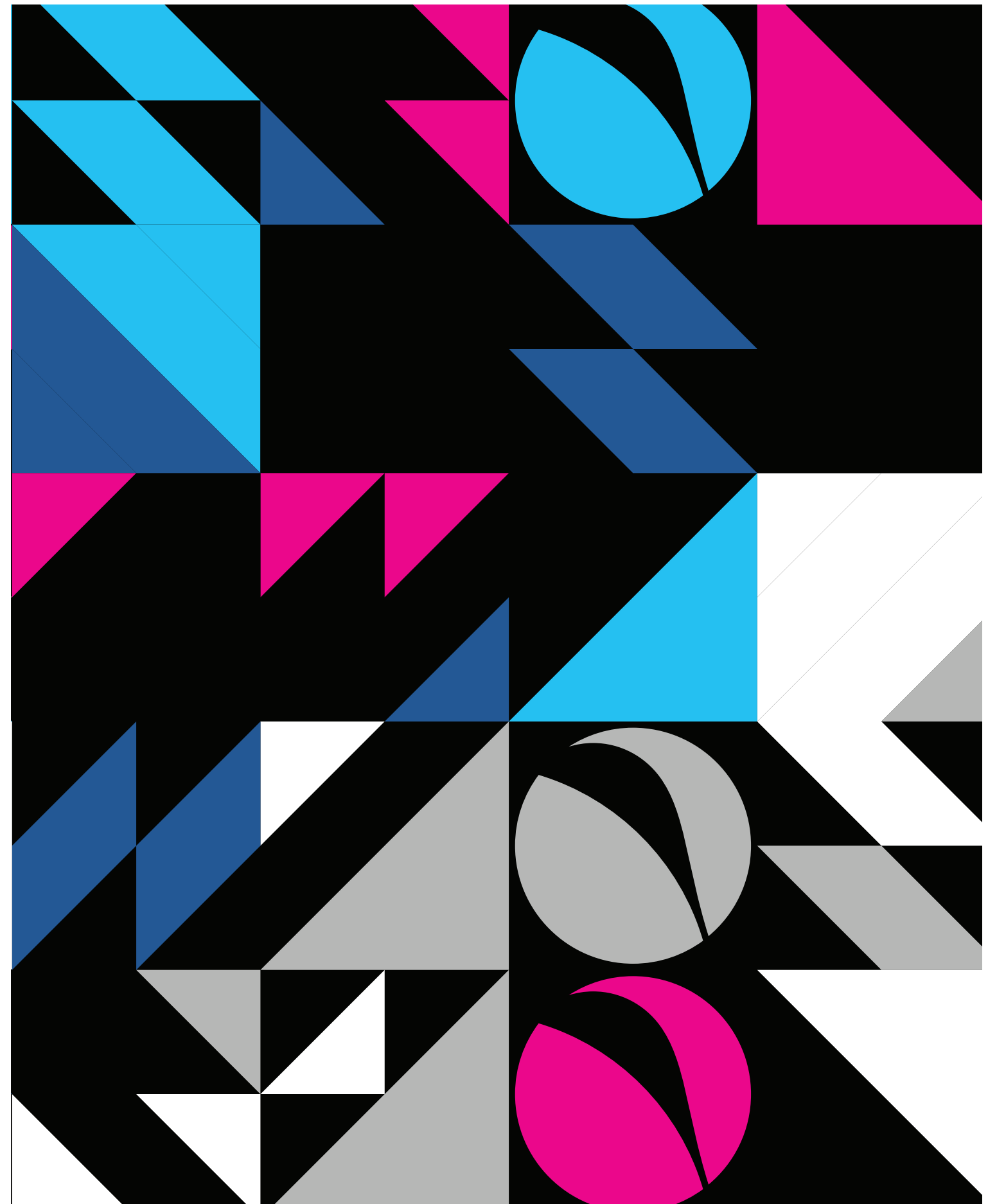
The options for modern-day consumers are endless, and brand loyalty doesn't hold the cachet it once did. Now, if you don't solve someone's problem swiftly enough, another brand will. That's just fact.



This is unquestionably the most genuine human design strategy, as it shifts attention back to authentic people and away from formulaic consumption groups.

The only path to relevant innovation is focusing on a genuine tribe, your brand's true kindred spirits. Discern what is most relevant to them and deliver directly to that tribe, allowing your design innovation to flow from marked specificity rather than patterns or projection.

To identify your brand's tribe, become a brilliant design detective. Scour insight tools, distinguish different clusters, identify the influencers and role models who inspire that community, study them and see who has staying power. Once you have ensured there is open space in the market for this tribe, allow emotion, energy and an unflappable point of view to drive your design, and watch the true connection unfold.



PURE LEAF TEA HOUSE NEW YORK 2017

EXPERIENCE





7UP LEMON LEMON PICNICS

PARIS +
NEW
YORK

EXPERIENCE







7up LEMON LEMON

EXPERIENTIAL PLAYBOOK







STACY'S "STANDS WITH YOU" CAMPAIGN

Launched limited edition bags as a part of the Stacy's Stands With You campaign focused on celebrating, supporting and advancing women. 2017





**DESIGN'S KEY ROLE
IN DEVELOPING
PREMIUM, CORE AND
VALUE BRAND
EXPERIENCES
ADDRESSES
OPPORTUNITIES
ACROSS OUR LATIN
AMERICA AND EUROPE
BUSINESS, MAKING
THIS FUNCTION A
KEY CONTRIBUTOR
AND PARTNER.**

LAXMAN NARASIMHAN

CHIEF EXECUTIVE OFFICER, LATIN AMERICA, EUROPE AND SUB-SAHARAN AFRICA
PEPSICO

**THE PARTNERSHIP
BETWEEN R&D
AND DESIGN IS
ACCELERATING
OUR INNOVATION
PROCESS
COMPANY-WIDE
AND IS HELPING
TO CREATE THE
NEXT GENERATION
OF ICONIC PEPSICO
PRODUCTS.**

DR. MEHMOOD KHAN

VICE CHAIRMAN AND CHIEF SCIENTIFIC OFFICER, GLOBAL RESEARCH AND DEVELOPMENT
PEPSICO

A photograph of two children, a girl with brown hair and a boy with blonde hair, looking over a white, curved, metallic-looking structure. The girl is on the left, smiling and resting her hand on the structure. The boy is on the right, looking through his fingers. The background is a solid blue color. The image is part of a spread, with a blue bar on the right side containing text.

BBLZ HERSHEY PARK + SHANGHAI

EXPERIENCE





SLEEK CANS

Designed exclusively for the hotel/hospitality channel, these new premium sleek cans enable new usage occasions our core CSDs.
2017

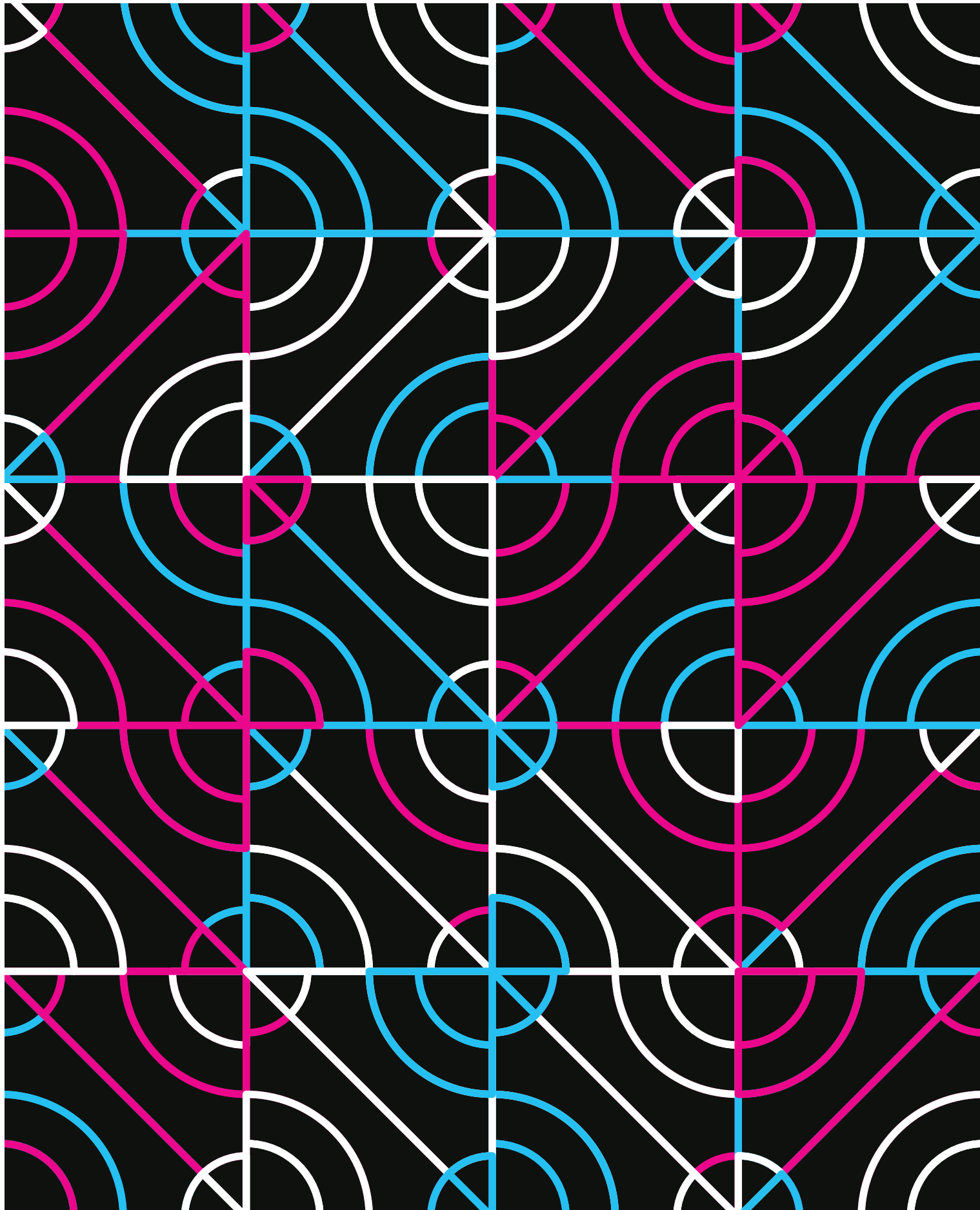


PEPSI HARMONY COOLER

2017







DESIGN- ERS LOVE PEOPLE

And are their true
advocates.

We have the opportunity to imagine solutions and projects that are more sustainable from ecological, social, aesthetic and spiritual standards—handcrafting a cleaner, healthier, happier world for ourselves and future generations.

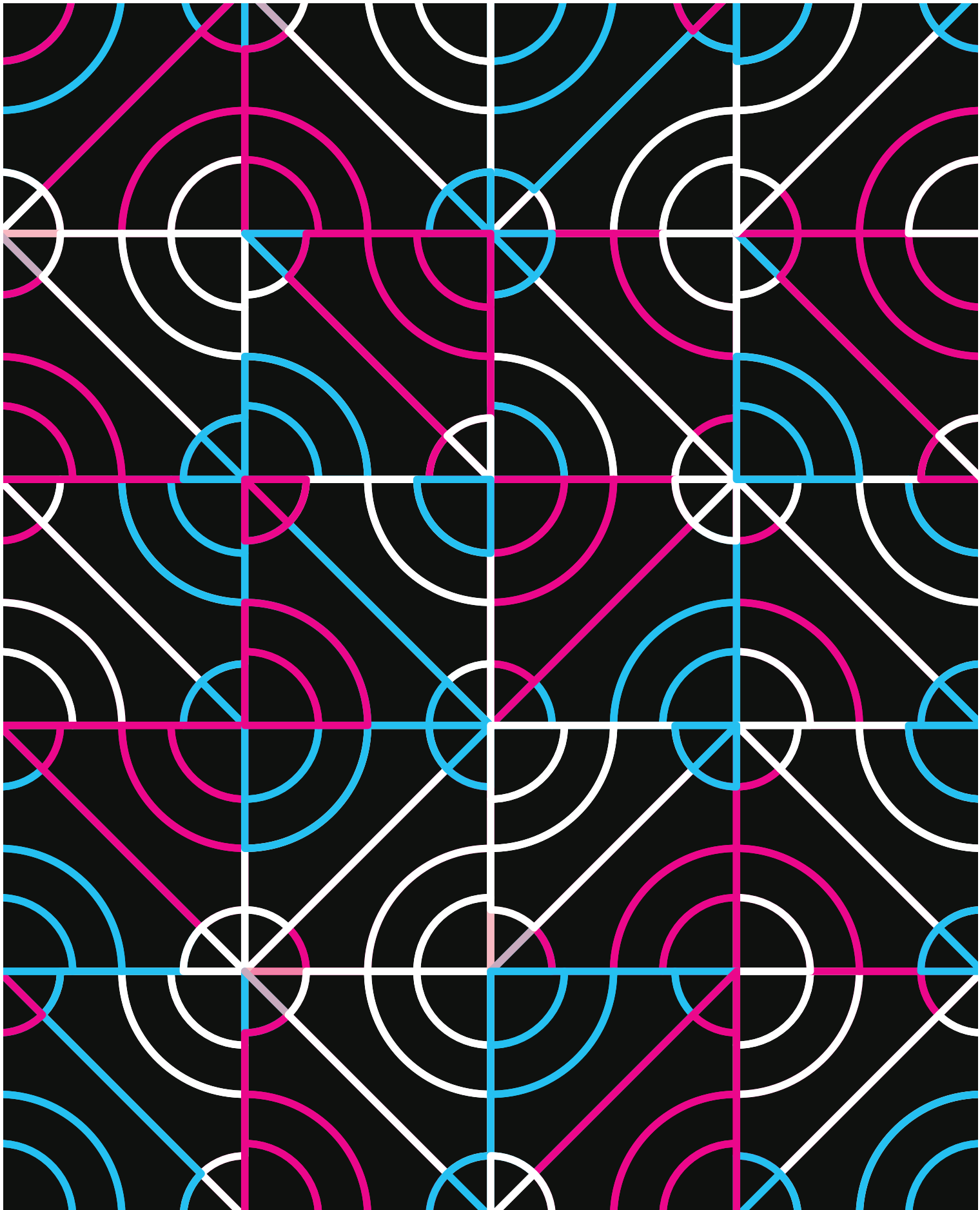


At PepsiCo, we're not only obsessed with consumers and customer satisfaction. Because designers are a human-centered breed, we crave much more than "satisfaction"—we're also madly in love with the people we design for. (That's you.)

Put this in the context of your personal life for a second. When you want to satisfy someone, you do what you can to fulfill their needs. But when you love somebody—your spouse, child, parents—you go above and beyond in trying to please and surprise them, entering the sacred field of the magical, extraordinary and memorable. That is the design thinker: a professional in love with people.

Design thinkers express devotion through products and services created to provide the world with moments of unforgettable style, convenience, security, performance, joy, fun and passion. We get truly excited when we concoct something really cool that solves other people's problems. By definition, we are advocates of people. It's not just about consumption—the moments we craft are designed to live as experiences that radiate throughout our lives.

In this new reality dominated by social media, smart objects and the global market, designers have unfettered potential to explore and express their profound love for humanity. Modernity's unexpected windfall is actually a gift. We have the opportunity to imagine solutions and projects that are more sustainable from ecological, social, aesthetic and spiritual standards—handcrafting a cleaner, healthier, happier world for ourselves and future generations.



UEFA CHAMPIONS LEAGUE FINAL CARDIFF 2017

EXPERIENCE



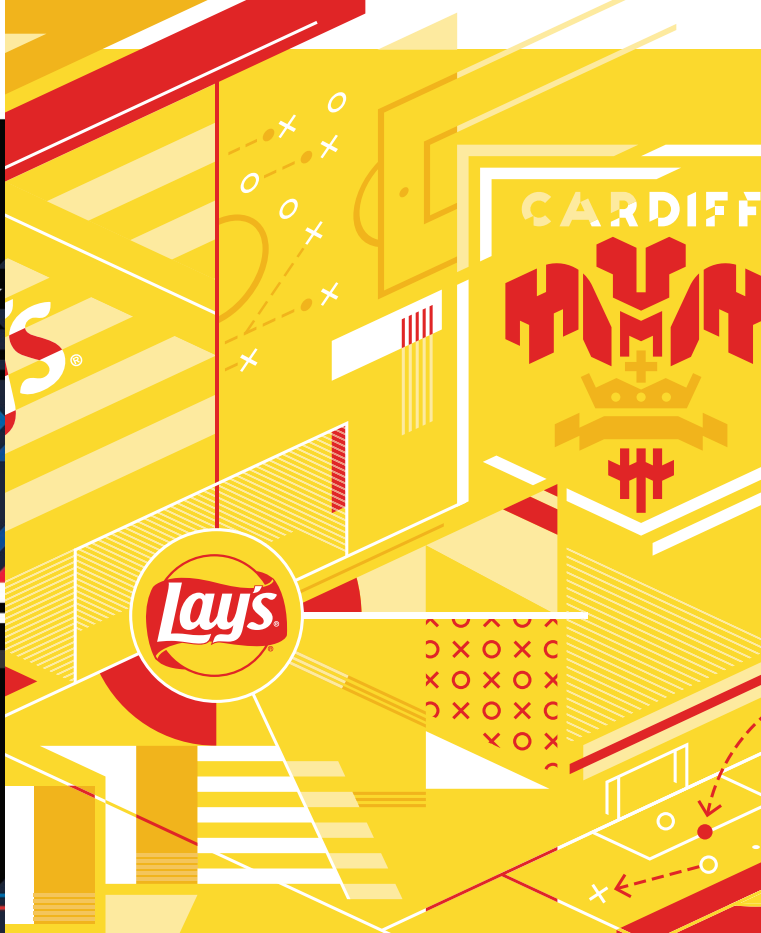


PEPSI MAX AT CHAMPIONS FESTIVAL
2017





PEPCITY
Hospitality lounge UCL Final Cardif.
2017







LAY'S FLAVOR EXPERIENCE
2017



GATORADE GX
2017

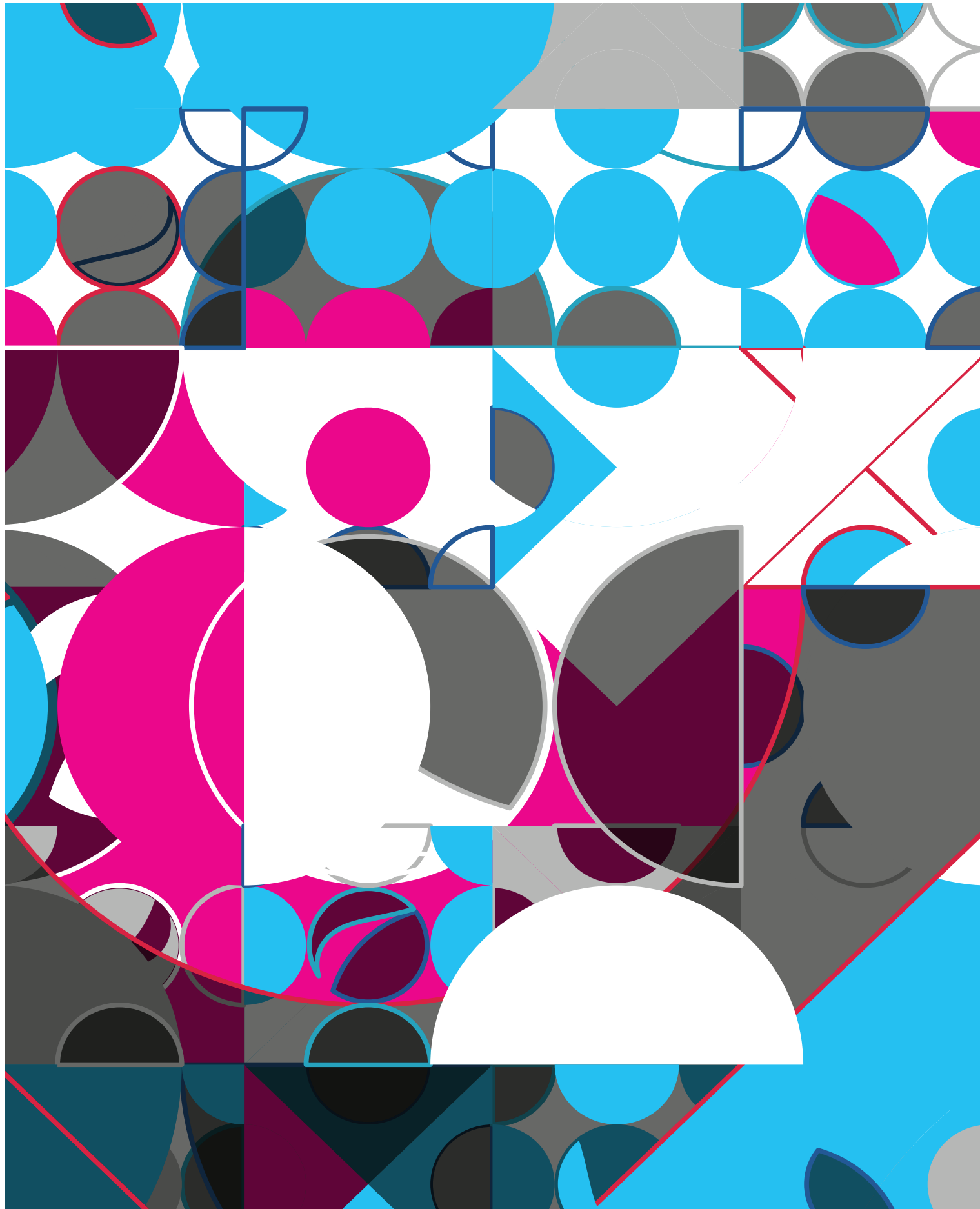












THE POWER OF EMPATHY

Why the strongest design
teams are rooted in love,
respect and curiosity.



When empathy prevails, designers are more comfortable excavating that space, exploring the cutting edge and the avant-garde. They find boldness in the way they share and accept each other's ideas. They see that courage can change the world.

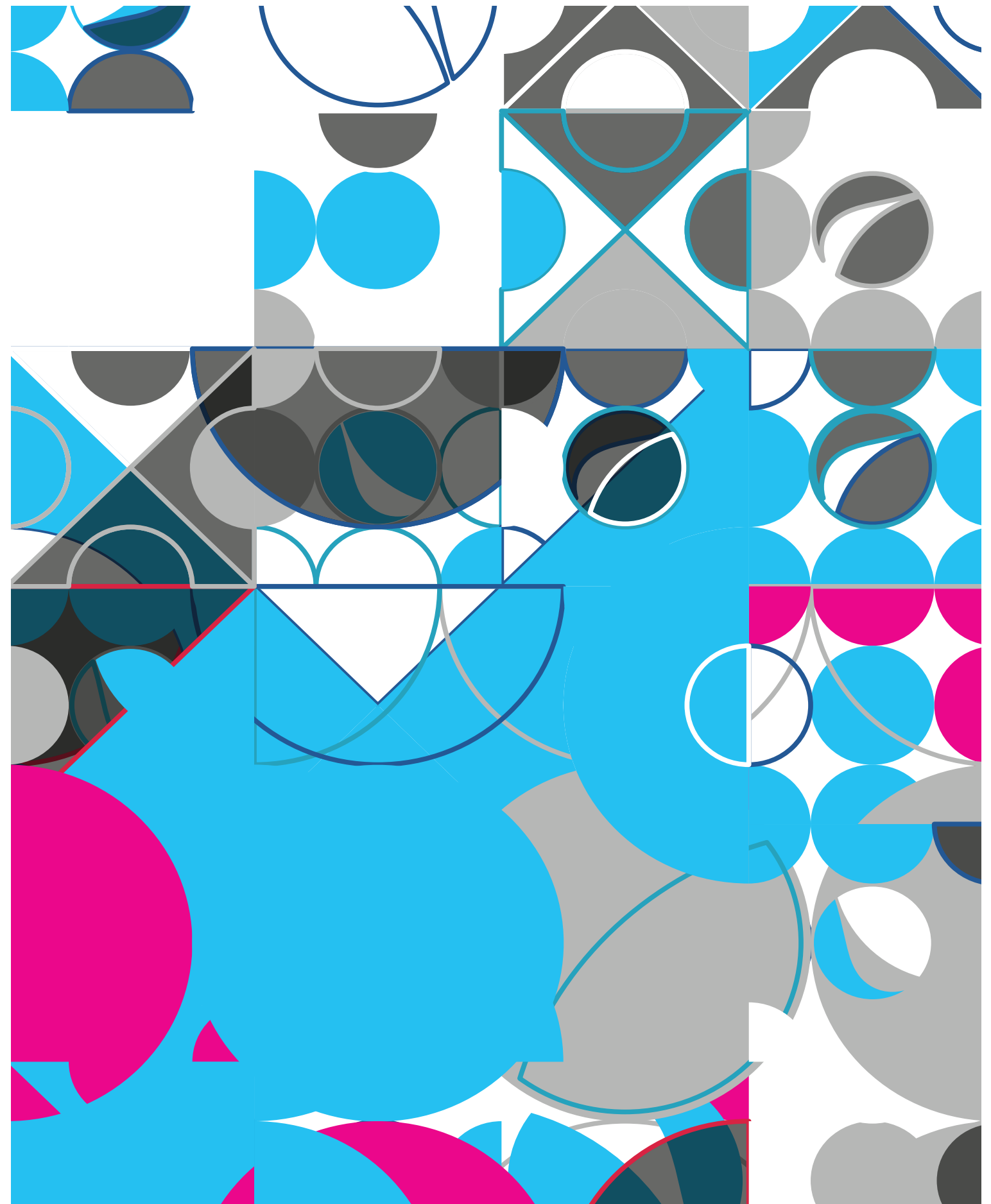
Your creative team has nothing if it is not founded in empathy. A brand can curate the most innovative, groundbreaking designers in the world, but if they are trapped in a space that is, at its heart, unempathetic, you will never fully extract the inner spark that made them so valuable in the first place.

That is the fundamental truth of any thriving team of innovators: You must have radical empathy and love for one another. If you want to inspire someone to push past their creative limits, to think boundlessly and imagine beyond what is possible, it is imperative that their environment nurtures those impulses rather than inhibits them.

For our work, cultural empathy is a nonnegotiable—it is the synergy that drives our every interaction. PepsiCo's designers express deep empathy for one another, which inspires a confidence to explore and express opinions without fear of retaliation. We have an unwavering belief that dialogue can solve every problem, and the result is that people speak transparently and honestly.

Nothing remains hidden in the shadows or shut away by insecurity. Some of our most revolutionary ideas lurk in those dark, scary spaces! When empathy prevails, designers are more comfortable excavating that space, exploring the cutting edge and the avant-garde. They find boldness in the way they share and accept each other's ideas. They see that courage can change the world.

Above all, a devotion to diversity is unassailable. Love diversity, nurture your team through diversity and never be afraid of diversity. Be curious and hungry—always demand the new, different, exciting and unusual. And never underestimate the power of good vibes.





PEPSICO MIX IT UP MILAN DESIGN WEEK 2017

EXPERIENCE

PURE LEAF X LUCA NICHETTO
2017

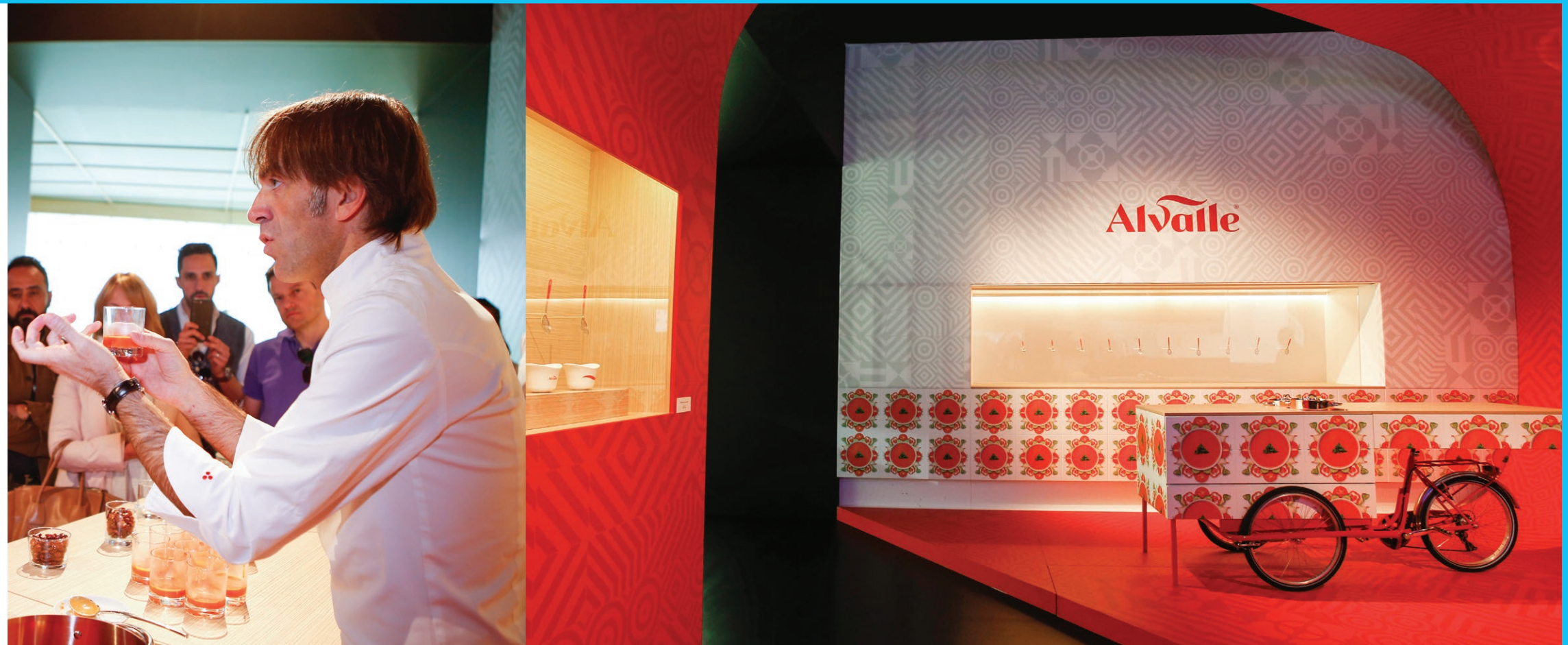


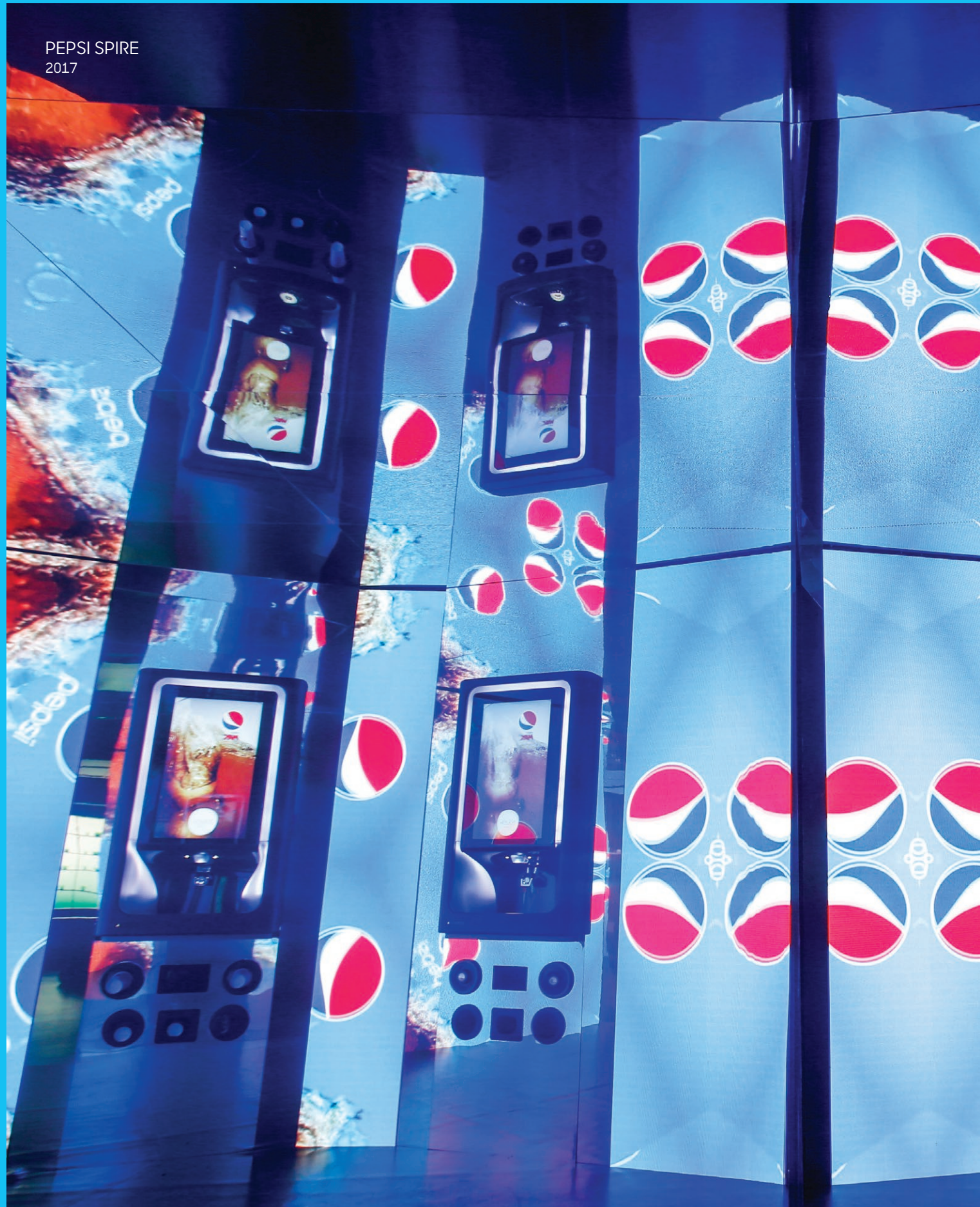
LIFEWTR X STUDIO JOB
2017













**LIFE-
STYLE**

LICENSING





PEPSI X LALABOBO
CHINA 2017







7UP X MOLESKINE
CHINA 2017



7UP X SMEG
CHINA 2017



7UP X ONLY
SOUTH KOREA 2017



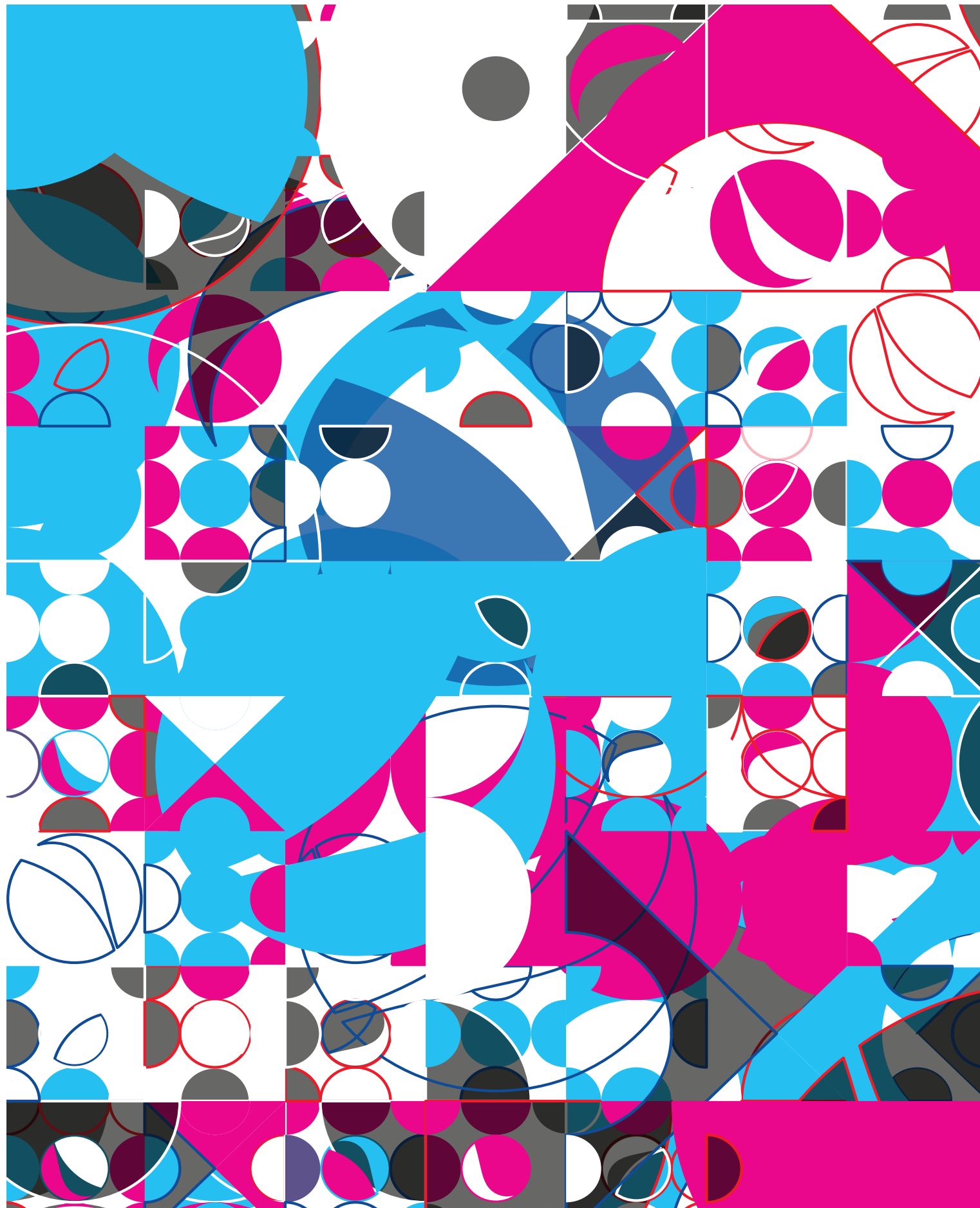












OFFLINE COMES ONLINE

Your offline relevancy is
your online content.

In the recent past, if you wanted to create a winning advertising campaign, you would hire a stellar marketing team and a great agency that would divine a compelling TV ad. For a very long time this model went unquestioned—the brand was the primary actor, the consumer the recipient, and television the main channel. Advertising, period.

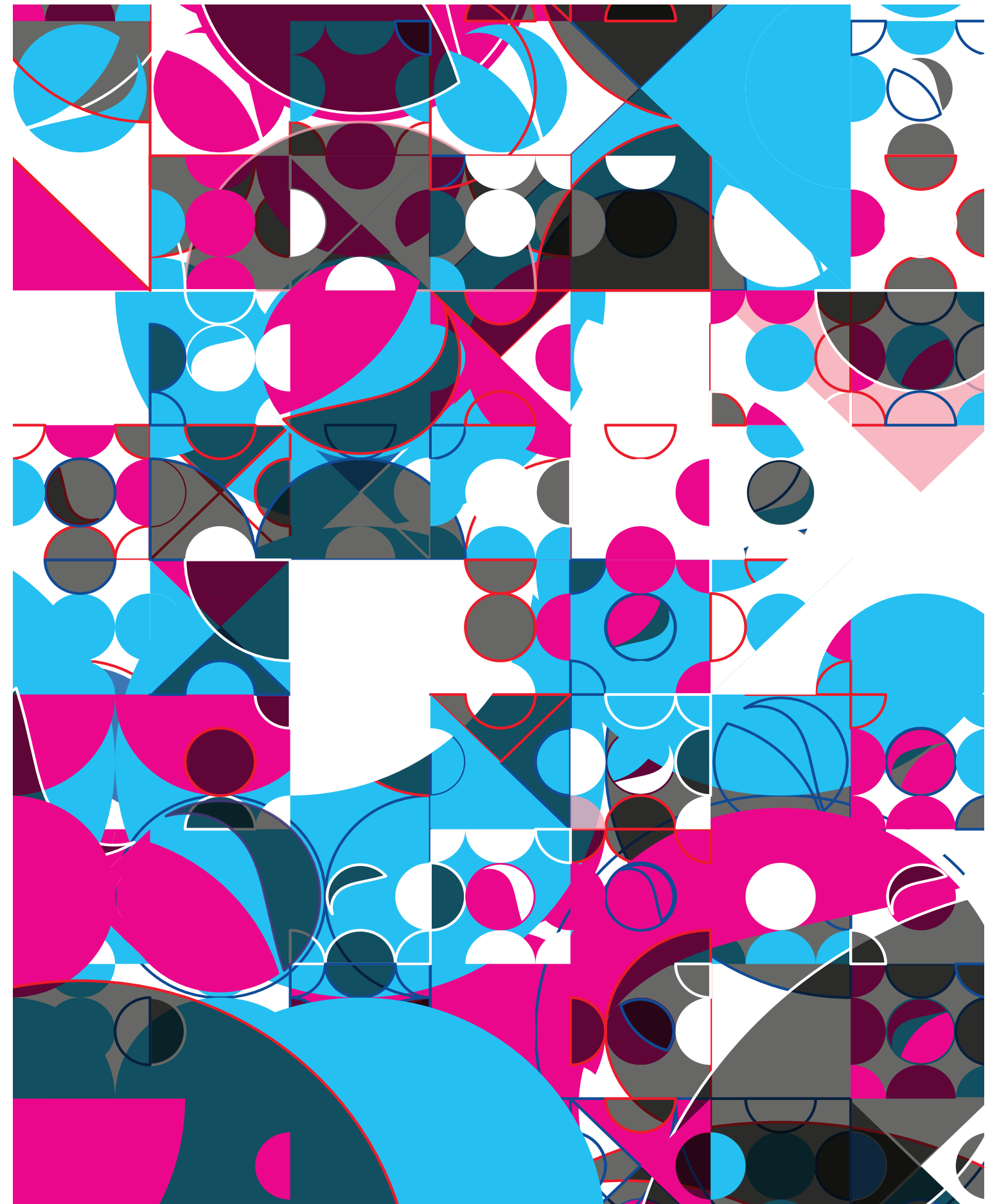
The new digital landscape has completely destabilized this model. There are now unprecedented opportunities for radical forays in advertising—but the crux of the content has drastically changed. Brands are losing their role as lead actor, no longer able to purchase the right to be part of the conversation. Modern advertising relies on the relevancy of and interest in your brand, because of that content? It's being generated by the consumer.

To be relevant online, you must be relevant offline. The confluence of these two worlds has established an inextricable dialogue between the brand and the consumer. The direct implication is that it's fundamental to understand—as quickly as possible—the consumer's needs and wants in order to create not just products or objects, but entire ecosystems



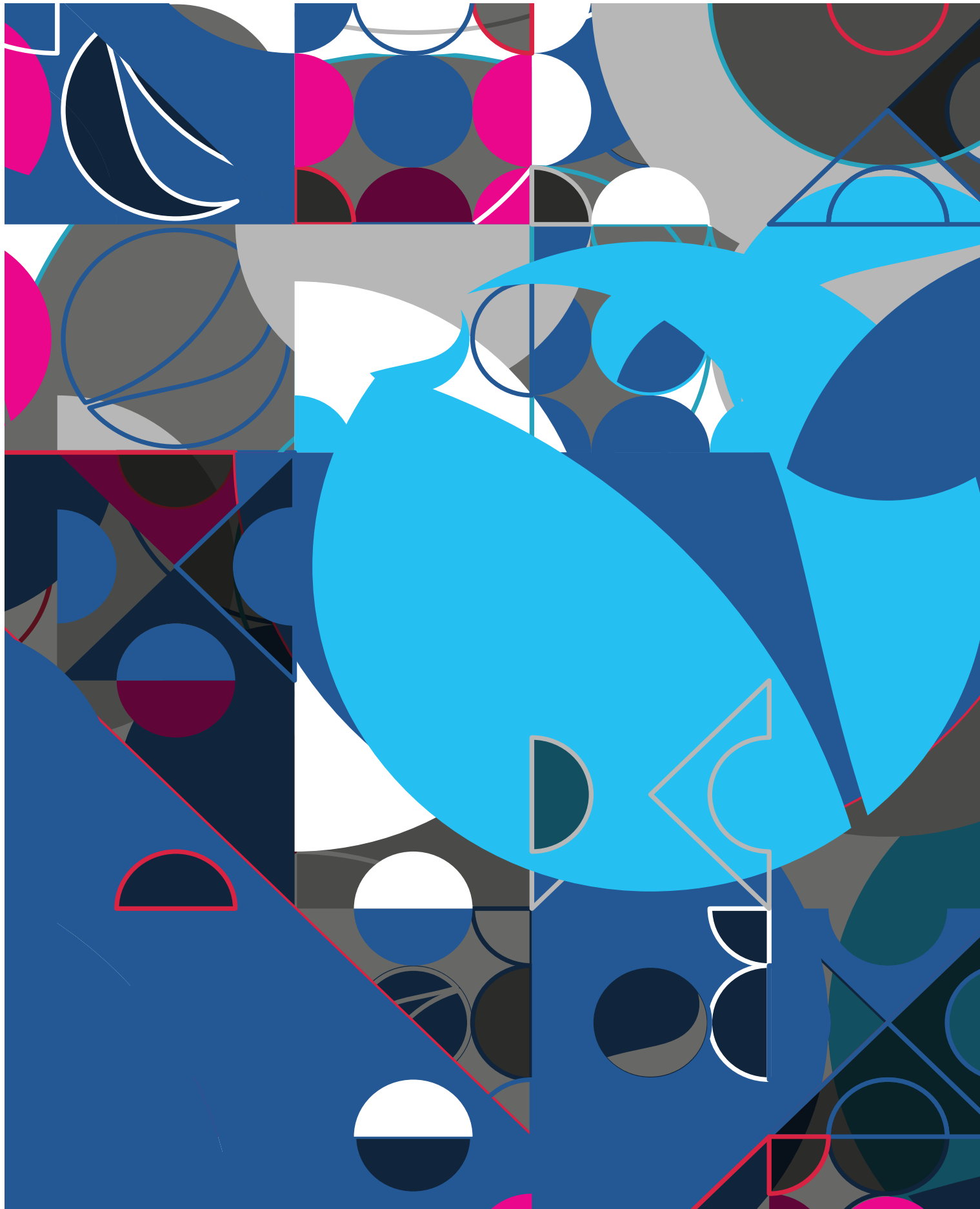
of authentic meaning and coherent and relevant stories to be accessed through physical experiences and shared in digital conversations. Every touchpoint of the brand becomes potential content: limited-edition packaging, an innovative product configuration, an unexpected experience in a restaurant or in retail, a memorable activation at a concert or at a sport event, a beautiful collaboration in the world of fashion. If you engage people effectively, they will pay you back by taking out their phones and magically transforming that moment into user-generated content.

An individual's use of their personal channels to share what and how they are consuming something has created a miraculous moment in branding, whereby their documentation becomes a virtually cashless exchange of free advertising. And none of it works if, as a brand, you are not creating something meaningful, relevant and worth documenting. Your offline products and experiences are your online content. These new technological tools exponentially magnify a brand's reach, for light-speed potential in advertising that has rendered a 30-second TV spot museum-worthy. And that's why the design, ideation and art direction of your brand's offline experiences are more important than ever.









**OUR DESIGN
FUNCTION IS
HELPING PEPSICO
EVOLVE TOWARD
A MORE PEOPLE-
CENTRIC CULTURE
WHILE ALSO DRIVING
AN UNDERSTANDING
OF THE IMPORTANCE
OF OUR BRANDS'
CULTURAL
RELEVANCE.**

RUTH FATTORI

EXECUTIVE VICE PRESIDENT AND CHIEF HUMAN RESOURCES OFFICER
PEPSICO





800+
UNIQUE GLOBAL PEPSIMOJIS



VISUAL RE- MIX

The merging of digital
and physical.



This new visual language has drastically changed the role of the designer, requiring them to intimately understand people's current and future needs, while folding this new visual language into meaningful and significant solutions for real-world issues.

The digital and physical worlds have converged and merged, creating a world amplified by technology. And the most surprising thing is how incredibly routine this has all become. It couldn't even have existed a few years ago, yet the evolution of our visual and linguistic cues is moving at the speed of light, faster than we're able to consciously rationalize, while penetrating every aspect of our lives. We live in this metamorphosis in the way we buy things, communicate, eat, work, and in our

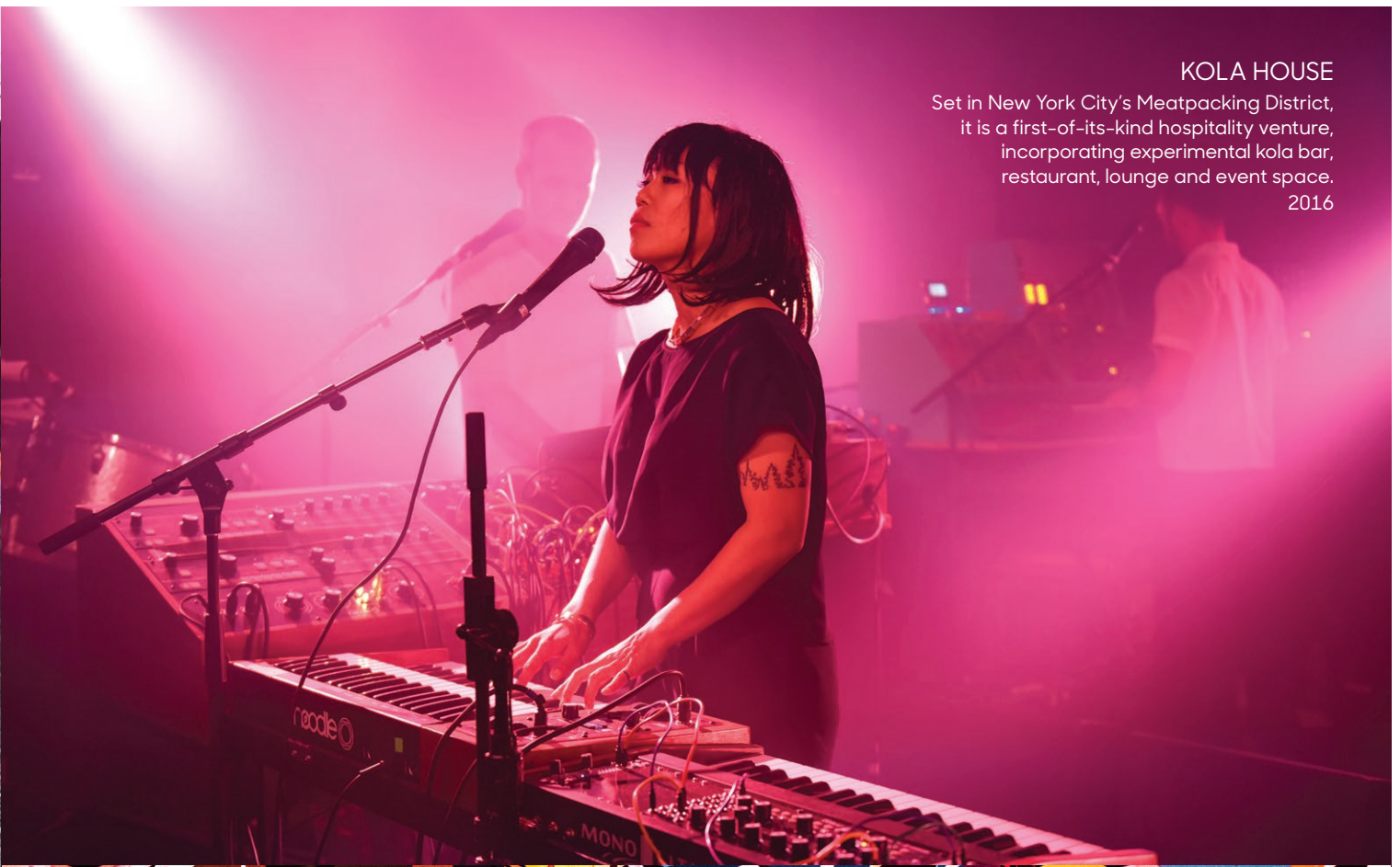
extraordinary adaptability to change, wherein today's novelty becomes tomorrow's routine.

This new visual language has drastically changed the role of the designer, requiring them to intimately understand people's current and future needs, while folding this new visual language into meaningful and significant solutions for real-world issues. Historically, celebrated design has based itself around the chimera of cultural inaccessibility. Now instead, modern design is increasingly democratized, as design thinkers and innovators explore the scale of the brave new world, while tearing down linguistic elitism and replacing it with language you can understand in a snap.

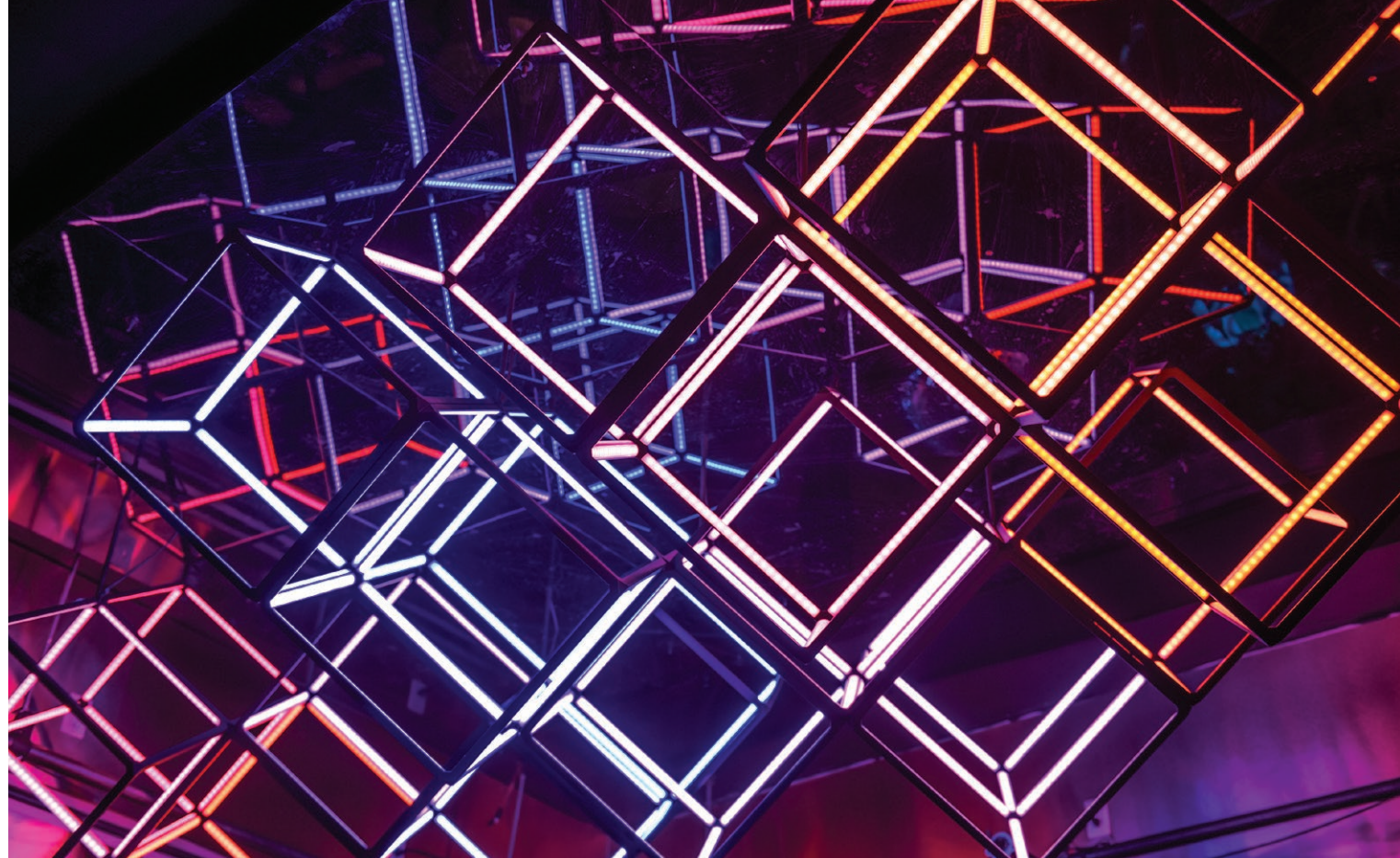


1893
Brings together premium ingredients and more than 100 years of cola-making expertise to present a great-tasting fusion of the past and present.
2016





KOLA HOUSE
Set in New York City's Meatpacking District, it is a first-of-its-kind hospitality venture, incorporating experimental kola bar, restaurant, lounge and event space. 2016

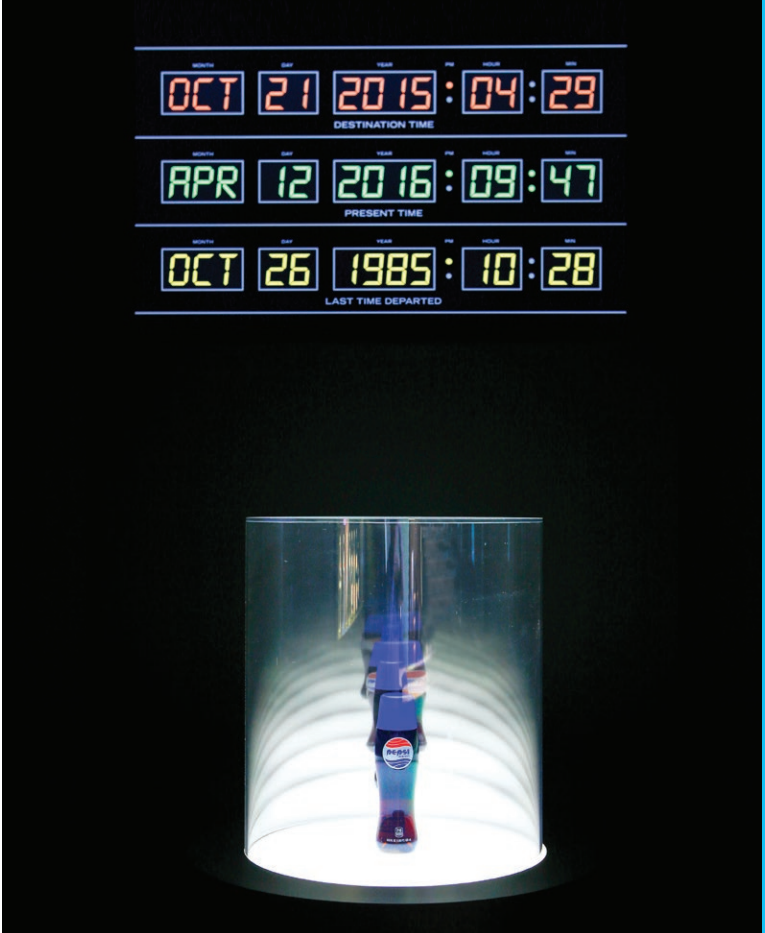






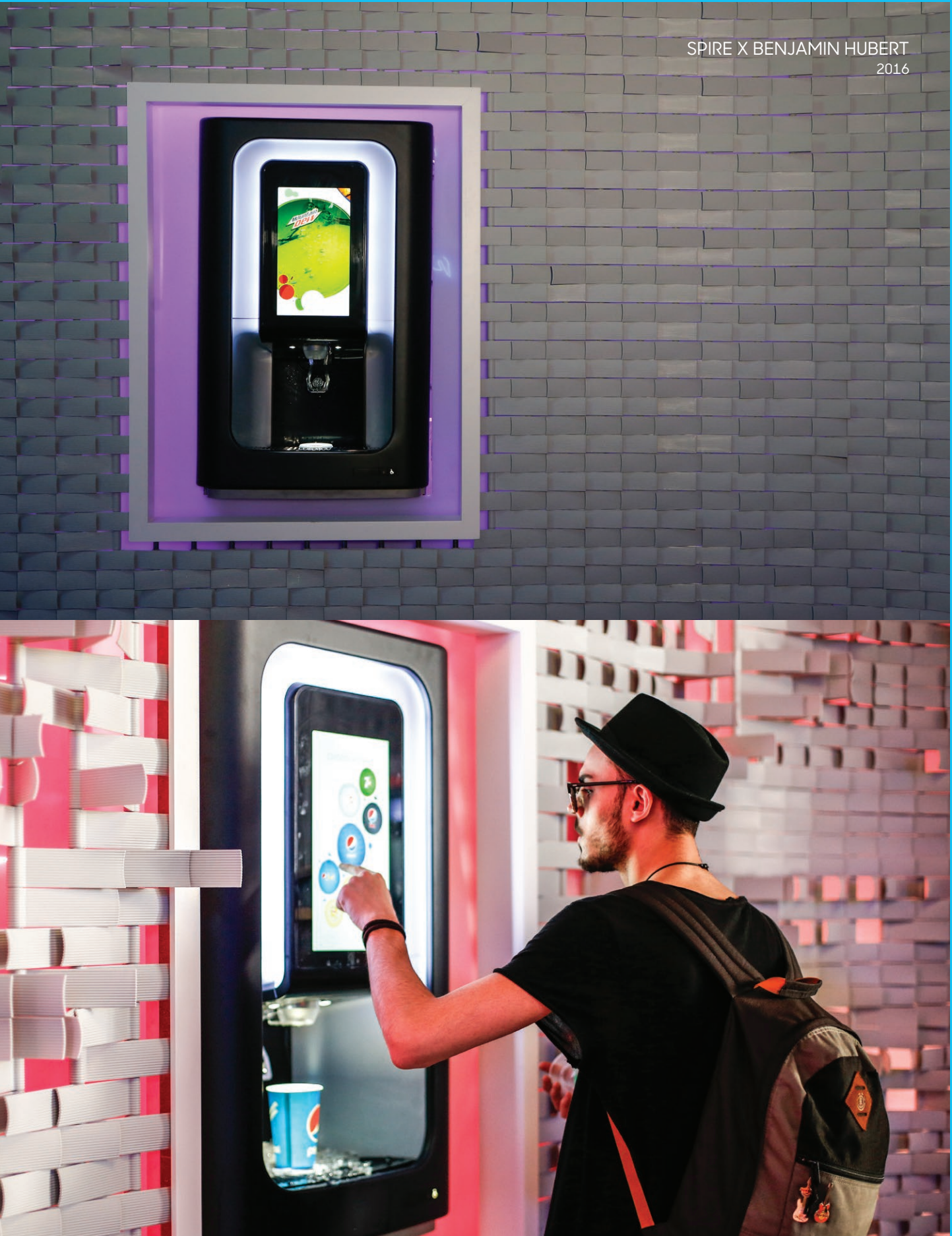
**PEPSICO
MIX
IT
UP**
MILAN
DESIGN
WEEK
2016

EXPERIENCE









PEPSI PRESTIGE BOTTLE
2016



PEPSI PRESTIGE BOTTLE ACCESSORIES X KARIM RASHID
2016



















SUPER BOWL 50 2016

EXPERIENCE





BBLZ (FORMERLY KNOWN AS FIZZ) AT NFLX 2016



TOSTITOS CANTINA
2016



PEPSI FAN DECK
LEVI'S STADIUM
2016



PEPCITY
Hospitality lounge Super Bowl 50.
2016



STUBBORN SODA

Introduces a unique and contemporary take on traditional craft flavors.
2016



STUBBORN FOUNTAIN

The fountain equipment provides a new carbonated soft drink experience by creating a tap-like "pouring ritual" and an opportunity to engage consumers at multiple levels.
2016



DRINKFINITY

A new personal and portable hydration system consisting of flavored pods that are inserted into the top of a reusable bottle.
2016







HELLO GOODNESS™

Vending initiative that offers diverse selection of good- and better-for-you food and beverage products on-the-go.
2016



good choices **any time**

helloGoodness™ 

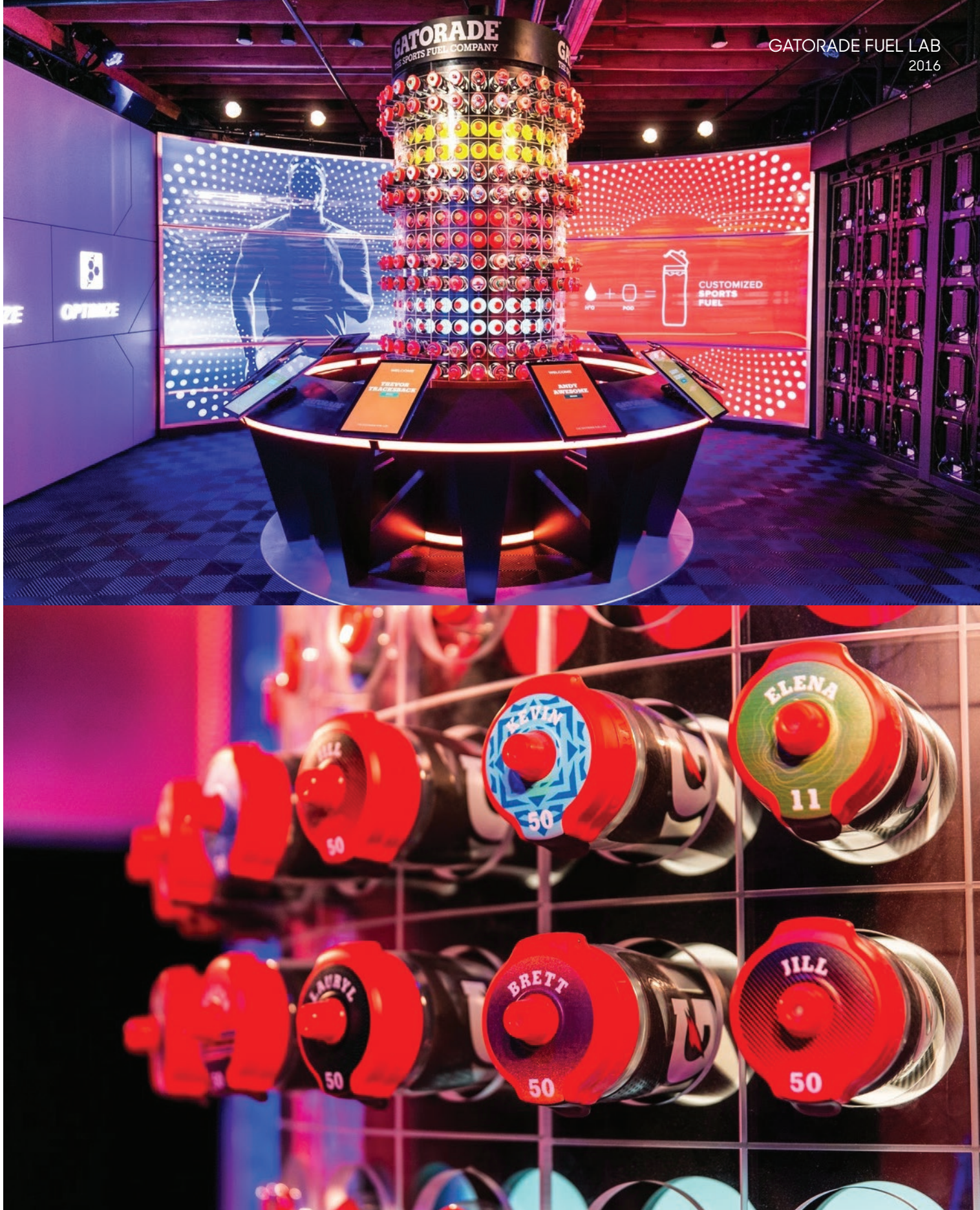
HELLO GOODNESS™ HARMONY COOLER
2016



HELLO GOODNESS™
SELECT VENDING CONCEPT
2016

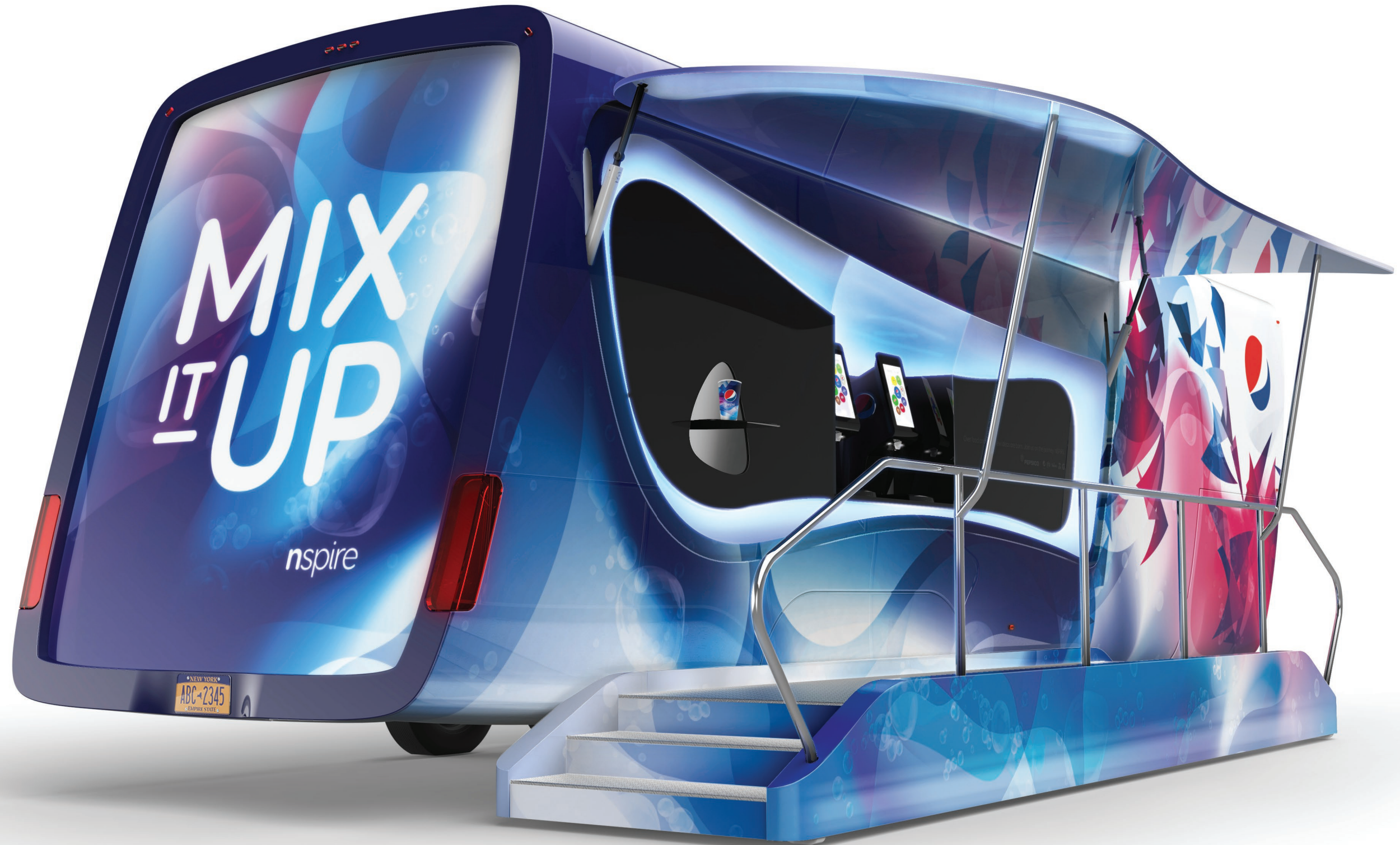




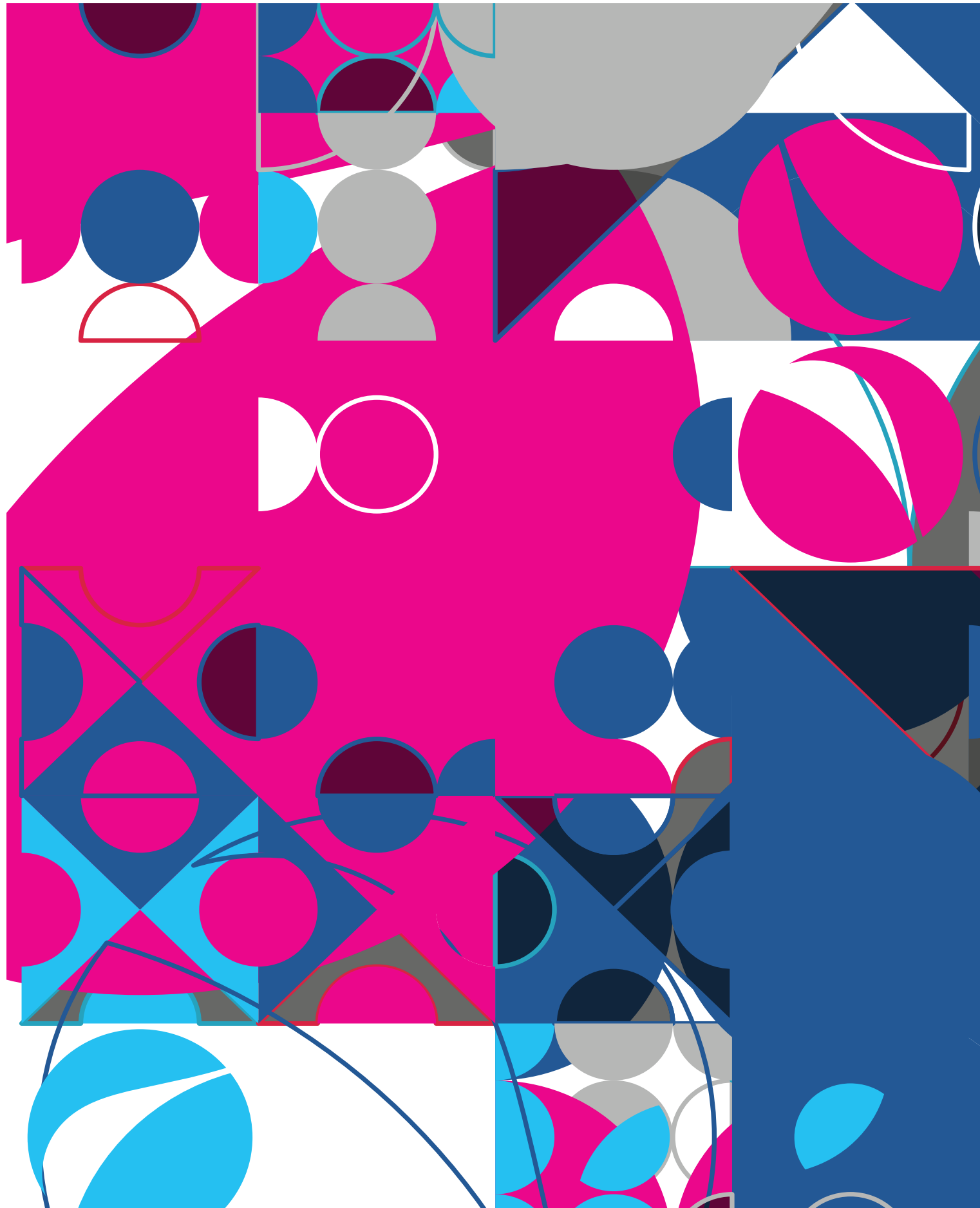


PEPSICO NSPIRE™

Nspire™ mobile innovation kitchen showcases unique beverages and culinary recipes at key events around the country.
2015







CRAFTING INNOVA- TION: THE QUALITIES OF A NATURAL DESIGN THINKER

Empathy, intuition, and
that magical spark...why
innovation is far more than
just a process.

Many people mistakenly refer to design innovation as a “process.” A prescribed series of steps, each one unlocking a mysterious gate that will solve all of a brand’s problems and produce unequivocally innovative design.

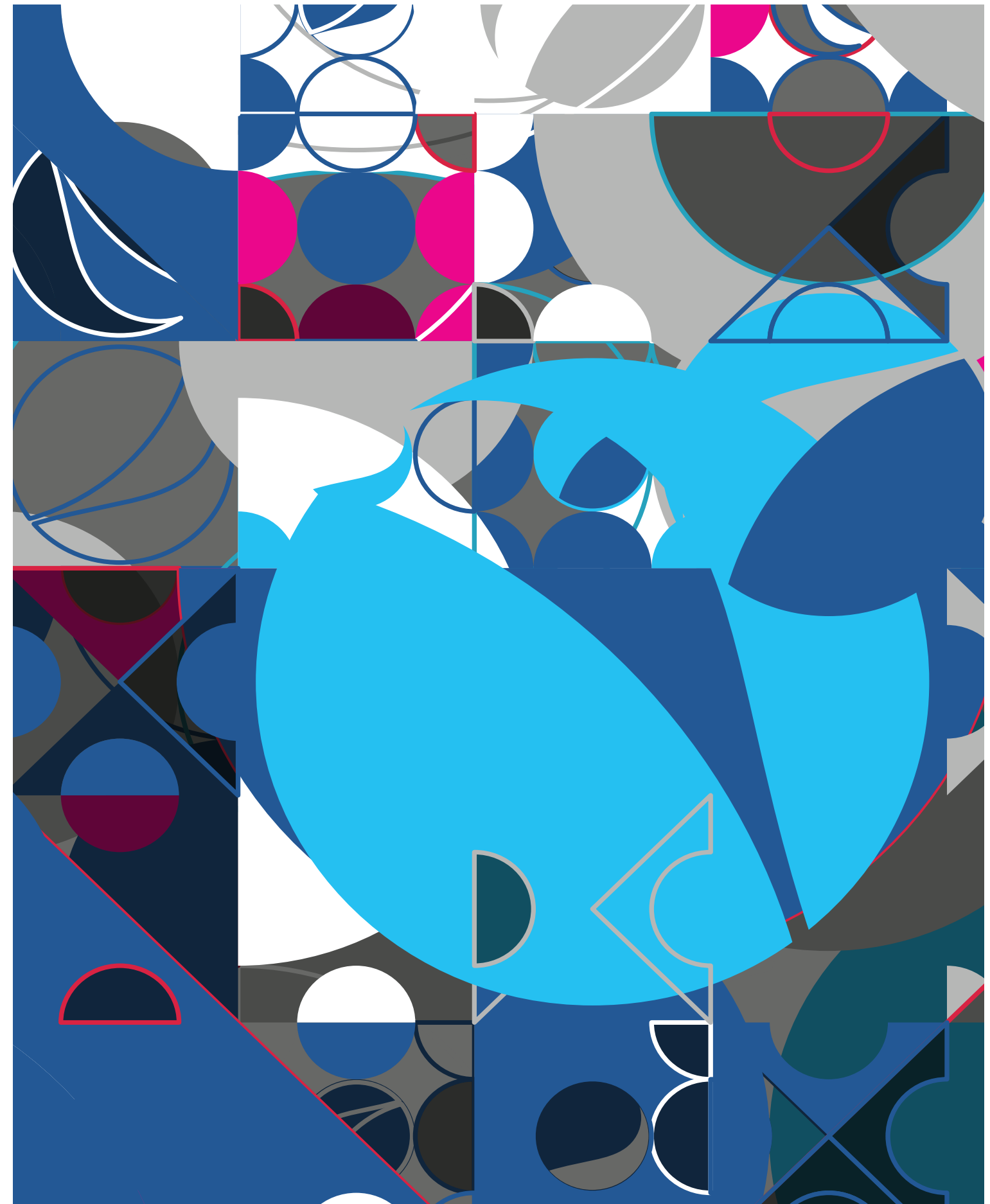
But process is just a tool—it should never be mistaken for the thinking behind that tool. It’s like assuming the paintbrush whipped up Picasso’s blue period, or screen-printing spun Warhol into pop stardom. What really drives innovation is not the process, but the minds, hearts and souls of the individuals bringing that process to life. Innovation, at its core, is about people. And the natural design thinker embodies a dynamic and necessary set of qualities that are rare, special and the true drivers of showstopping innovation.

Innovative design thinkers are visionary and practical, connecting emotionally to humans in a way that truly allows them to envision creative solutions to their problems. They possess that vision because they are human-centered, driven by a deep love and unfailing



What really drives innovation is not the process, but the minds, hearts and souls of the individuals bringing that process to life.

respect for people. Their dialectical minds allow them to jump freely between worlds, living comfortably in the conflict between rationality and soul, feasible and unfeasible. They accept and welcome mistakes because risk is a nonnegotiable. Nor is it something to fear. And they balance it all with extraordinary elegance, developing coveted solutions that expertly solve a need or want in the simplest way. These epic storytellers craft their designs by deftly applying design filters, which frame a potential design through a balanced mix of emotional and functional considerations. And finally, a true design thinker never runs away from the magic of intuition. The mysterious sparkle of an idea is intoxicating to them, and they will always fight to defend its value.









PEPSICO
MIX
IT
UP
MILAN
DESIGN
WEEK
2015

EXPERIENCE



PEPSI SPIRE 2.0
Experience spaces created in collaboration
with Stefano Giovannoni and Fabio Novembre.
2015

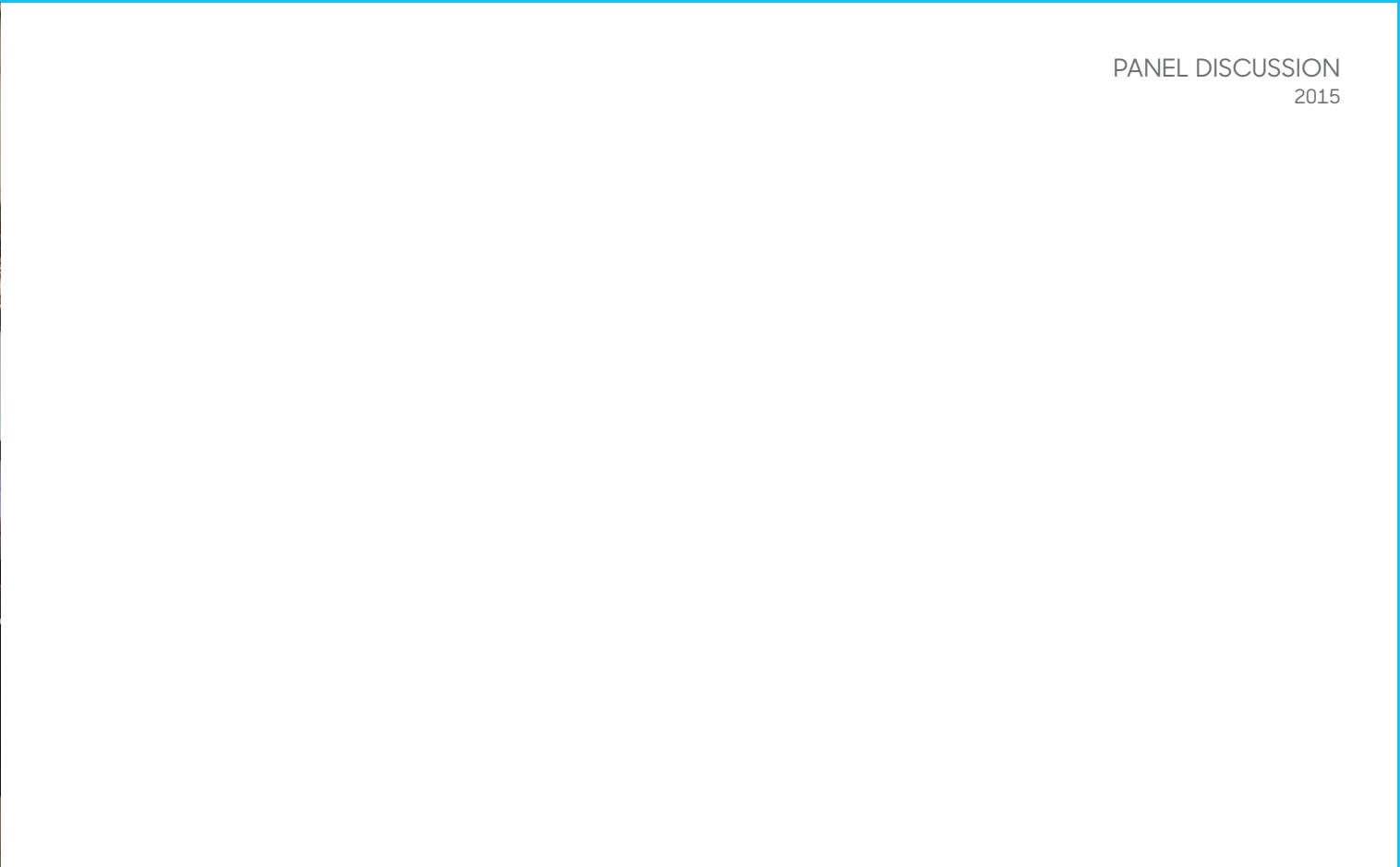
PEPSI CHALLENGE

Cans designed by Nicola Formichetti,
Pepsi Challenge design ambassador.
2015





PEPSI VOGUE ITALIA
"THE PULSE OF NEW TALENT"
2015



PANEL DISCUSSION
2015







**THROUGHOUT ASIA,
THE POWER OF DESIGN
TO STRENGTHEN AND
EVOLVE OUR CORE
BRANDS WHILE
CREATING NEW VALUES
AND OPPORTUNITIES
IN DEVELOPING
MARKETS IS A KEY
DIFFERENTIATOR
FOR PEPSICO.
AND DESIGN IS A TRUE
BUSINESS PARTNER!**

MIKE SPANOS

CHIEF EXECUTIVE OFFICER, ASIA, MIDDLE EAST AND NORTH AFRICA
PEPSICO

**IN OUR HYPER-
CONNECTED,
TECHNOLOGY-
DRIVEN WORLD,
DESIGN IS ONE OF
PEPSICO'S KEY
COMPETITIVE
ADVANTAGES-FAST
AND EFFICIENT WITH
A LASER FOCUS
ON RELEVANCE
FOR PEOPLE.**

ALBERT P. CAREY

CHIEF EXECUTIVE OFFICER, NORTH AMERICA
PEPSICO







PEPSI PERFECT

A space-age inspired limited edition bottle and campaign
celebrating a hit movie from 1989.
2015

THE FUTURE IS NOW

PEPSI
PERFECT







PEPSI X SHANGHAI FASHION WEEK
Collaboration with local designers.
2015







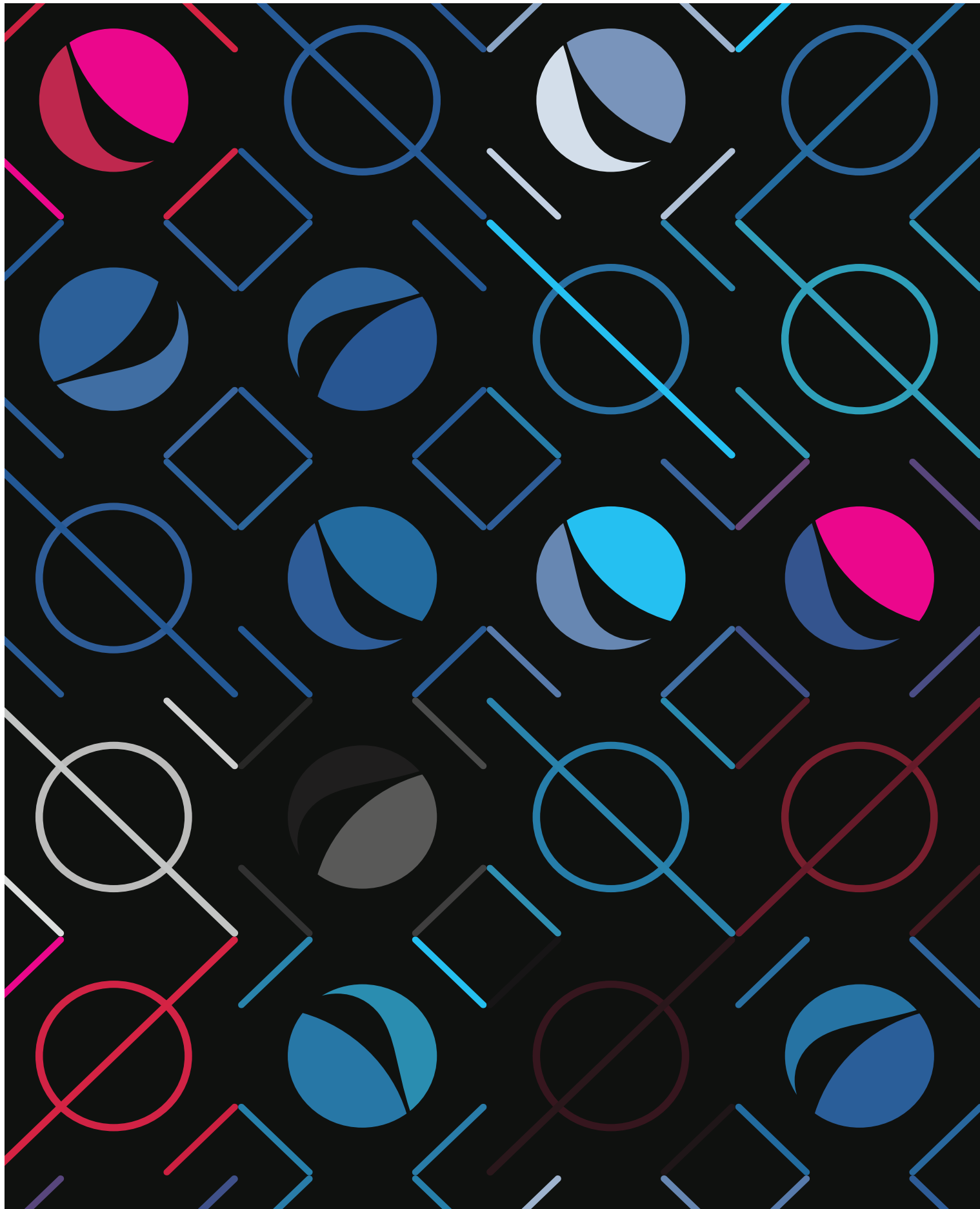


PEPSI CHALLENGE CAMPAIGN
CHINA 2015





PEPSI PRESTIGE BOTTLE
2015



700+ AWARDS AND COUNTING

PepsiCo's vigorous commitment to innovation draws global accolades from the world's most prestigious design, business and innovation organizations.

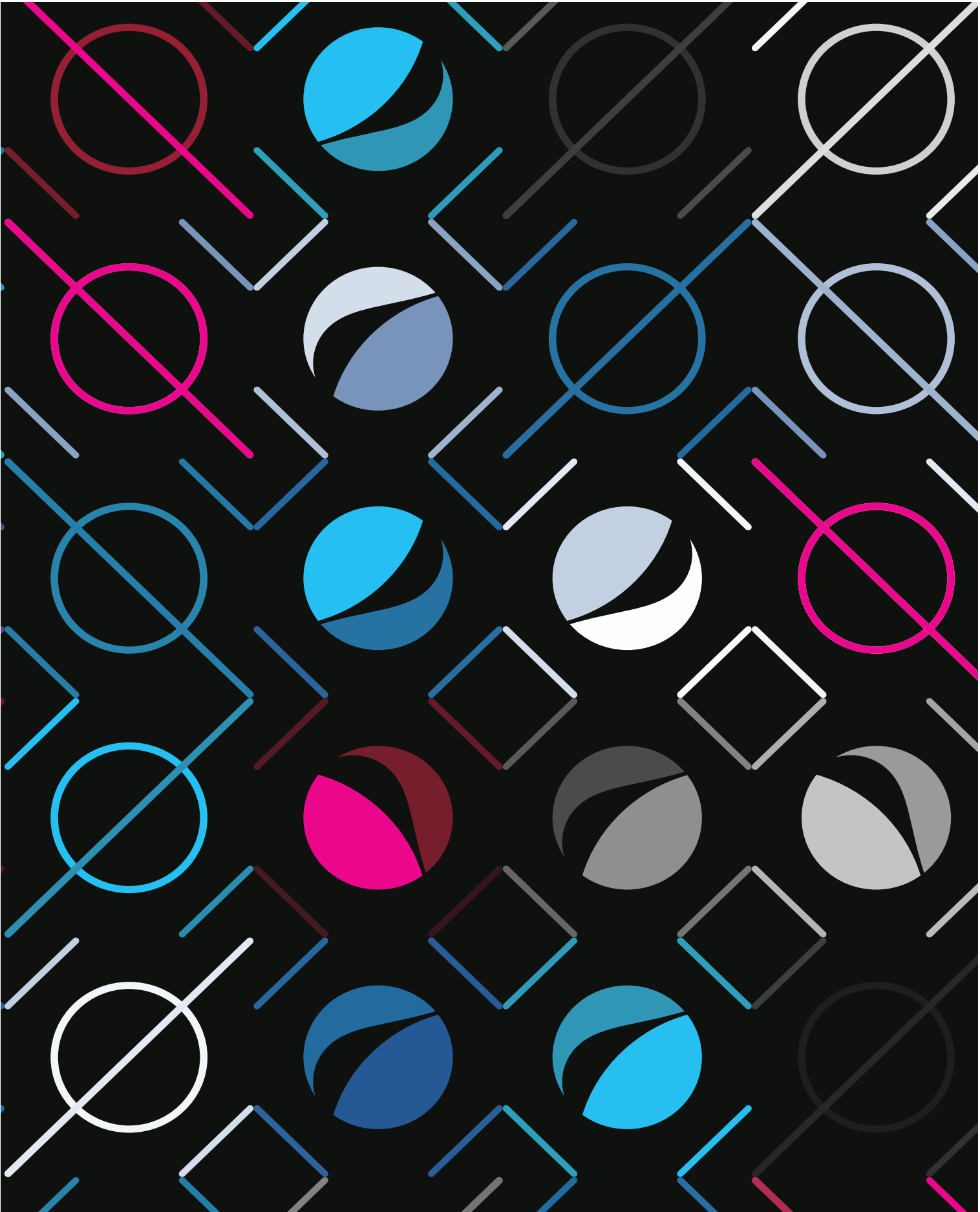
PepsiCo's devotion to innovation has not gone unnoticed by the global design community, which has bestowed upon our dynamic collection of brands 700+ design awards for groundbreaking products and campaigns. In 2018 alone, we were granted 200+ international honors for our contributions to the world of design, including four prestigious Pentawards for 7UP Lemon Lemon, Pepsi Year of the Dog LTO Cans, Quaker's 140th Anniversary Mailer, and Walkers Sensations.

Our collaborative, bold and playful re-envisioning of classic PepsiCo beverages, such as Pepsi Big Bold Blue, Pepsi True, 7Up Limited Edition Vintage Cans and the Pepsi Challenge China Collection garnered dozens of renowned brand design awards, while innovative new products like Aquafina Flavorsplash, LIFEWTR and F!ZZ: Grab Life by the Bubbles! received accolades across the world of innovation for their imaginative twists on traditional beverage design.

But it's not just our products that have made a resounding impact. PepsiCo has long believed that innovation begins with an investment in quality



individuals and ethical practices that strive to make the world a better place. Which is why our devotion to sustainability, diversity and responsible business practices has garnered impressive honors, identifying us as global leaders in our commitments to sustainable packaging, reduced carbon emissions, corporate responsibility, and a dedication to equality for people of color, women and LGBTQ populations.





PEPSI METLIFE STADIUM

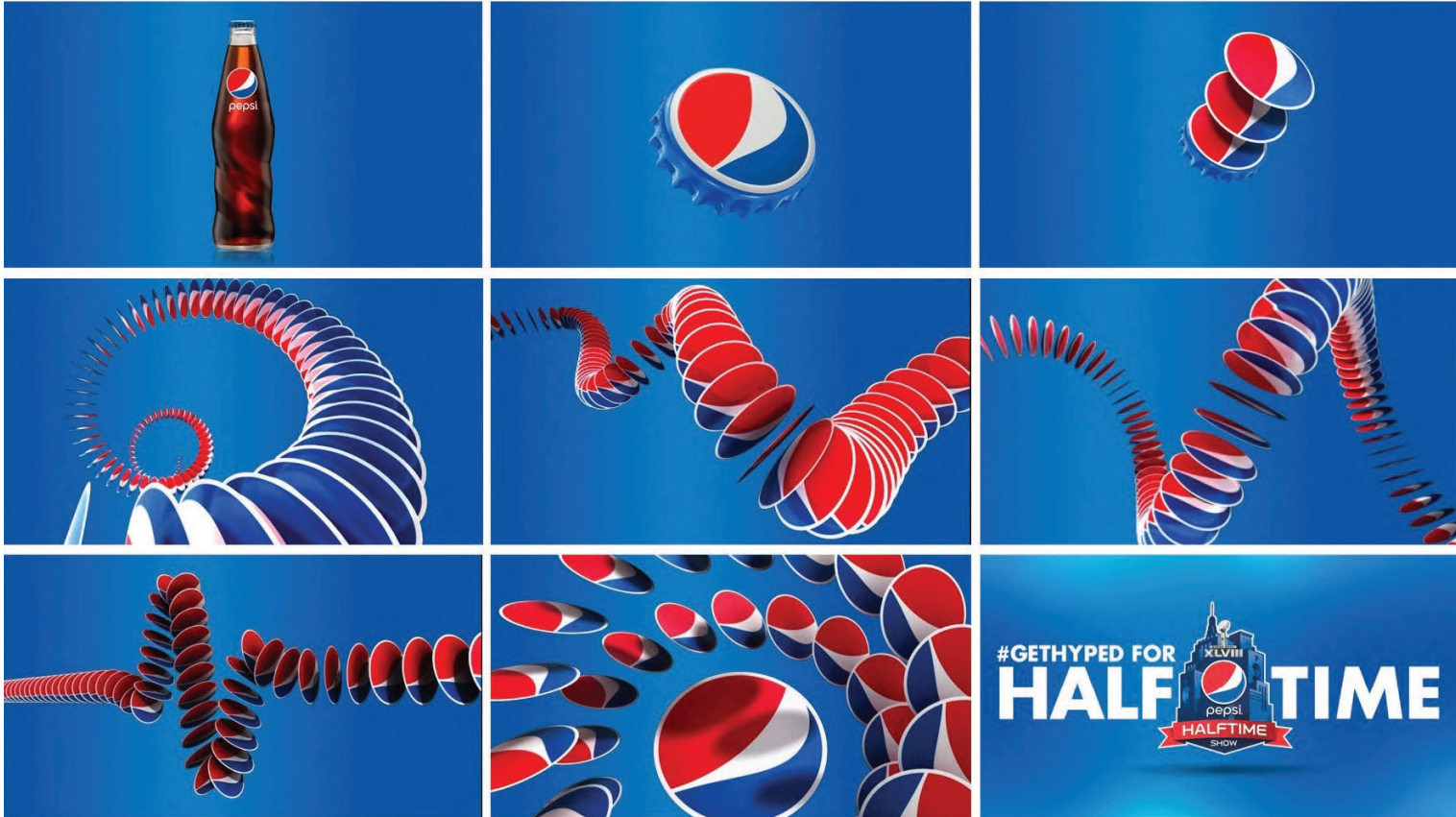
SUPER
BOWL
XLVIII
2014

EXPERIENCE



PEPSI METLIFE STADIUM
LARGE-SCALE GRAPHICS DISPLAY
2014







CALEB'S KOLA

A unique craft soda with quality ingredients and its name inspired by Caleb Bradham, the original inventor of Pepsi-Cola.
2014







**PEPSI
LIVE
FOR
NOW:
CAPSULE
COLLEC-
TION**
2014

LICENSING



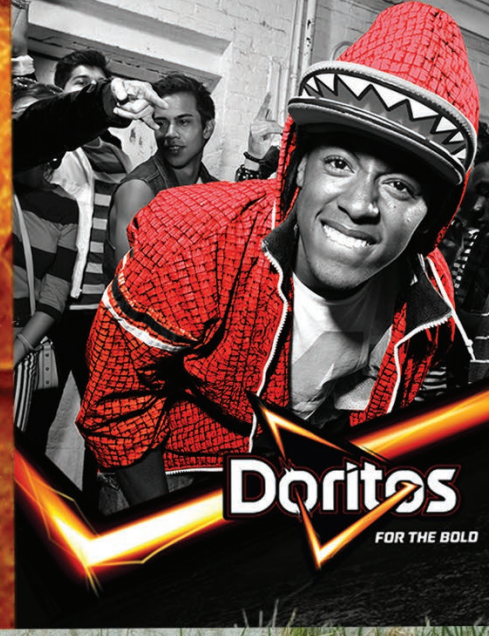
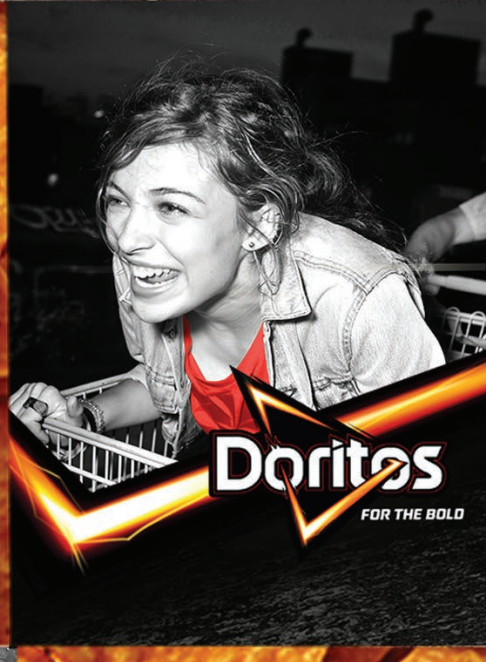
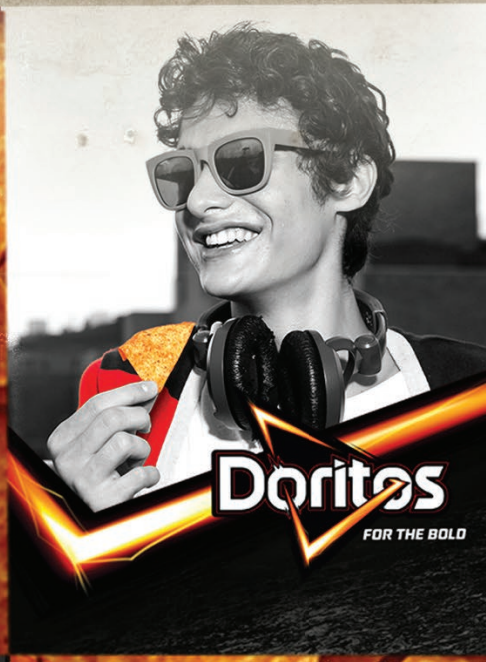
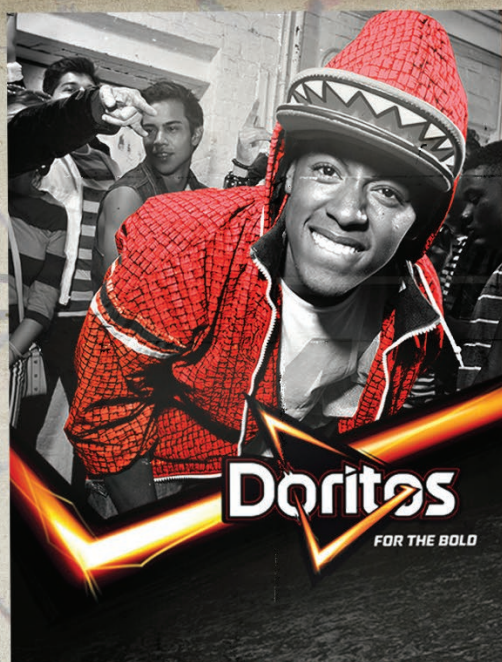
















PEPSI GLASS BOTTLE
2012



PEPSI GLASS TUMBLER
2012



