

PepsiCo's Strategy to Reach the New Heartland Customer

CONFIDENTIAL

The Beginning...

“Too dumb for New York City and too ugly for LA”



“What is important to you?”



ROADTRIP



Cultural Segment

As the first to identify the New Heartland cultural segment, New Heartland Group are thought leaders with this cohort.

Forbes

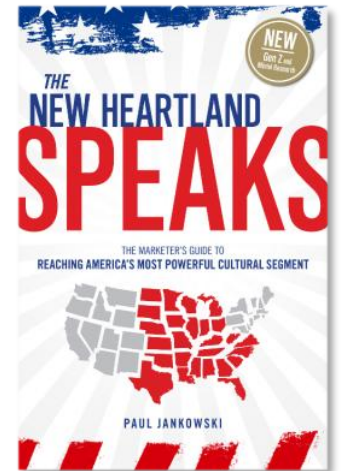
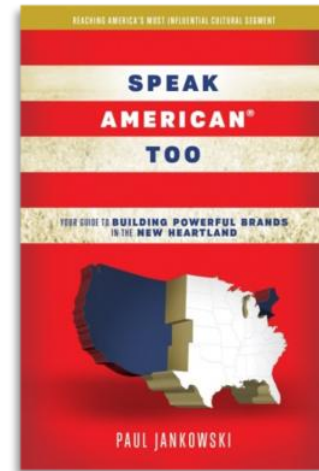


Contributor

Paul Jankowski

I write about building sustainable brands in the New Heartland. [FULL BIO](#) ▾

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NHG Capabilities



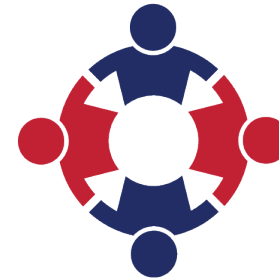
**BRAND
STRATEGY**



**CONTENT
CREATION**



**DIGITAL/SOCIAL
STRATEGY**



**CULTURAL
IMMERSIONS**



**BRANDED
ENTERTAINMENT**

2016





McCANN
WORLDGROUP

“So many marketing programs are oriented toward **metro elite imagery**. Marketing needs to reflect less of New York and Los Angeles culture and more of “Des Moines and Scranton.”

Harris Diamond, CEO McCann
Worldgroup



CP+B 

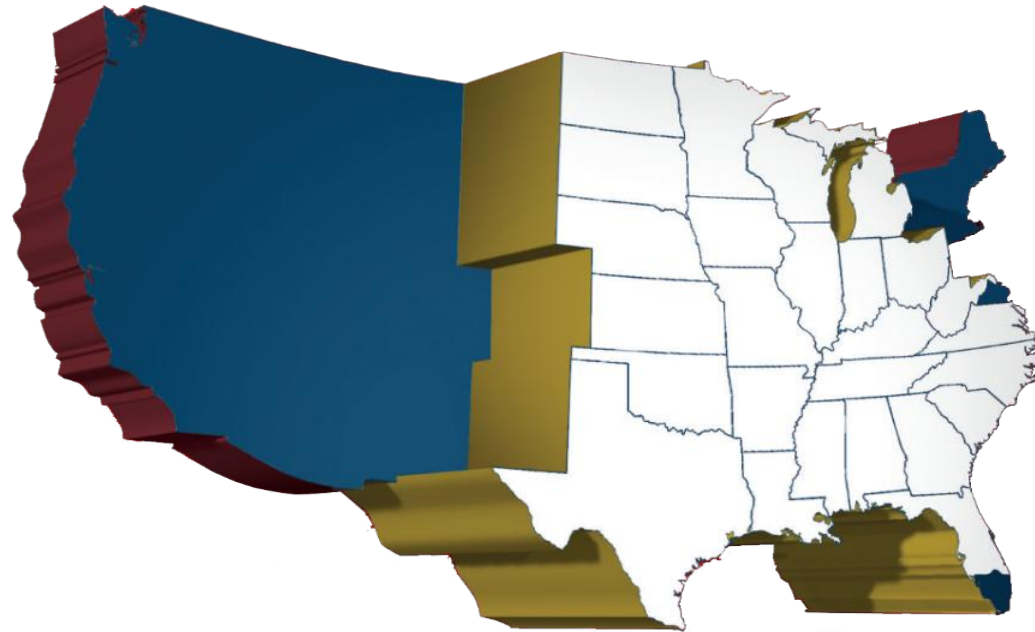
“If most analysts were so wrong about Trump and Brexit, are they **really right** about your **airline or your car brand or your cereal?**”

Chuck Porter, Chairman

The New Heartland

The New Heartland is more than just the “Fly Over States...”

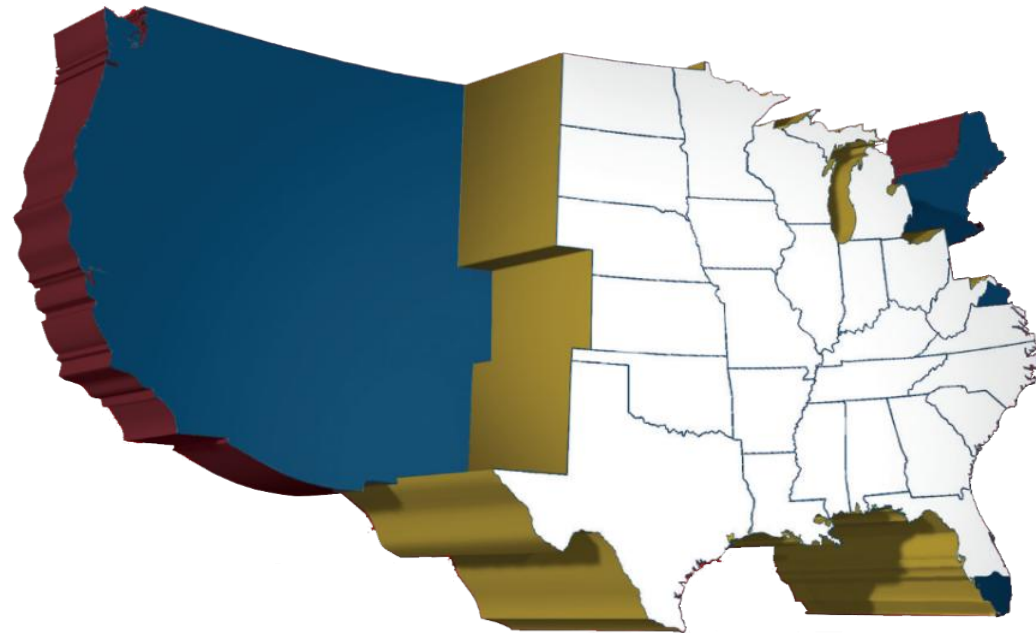
- **Nearly 60% of Americans**
- **196 million people**
- **26 states**
- **Overlooked cultural segment**
- **25% are Millennials**



The New Heartland

Very Diverse:

- ✓ 53% White Americans
- ✓ 63% African Americans
- ✓ 43% Hispanics
- ✓ 26% Asian Americans



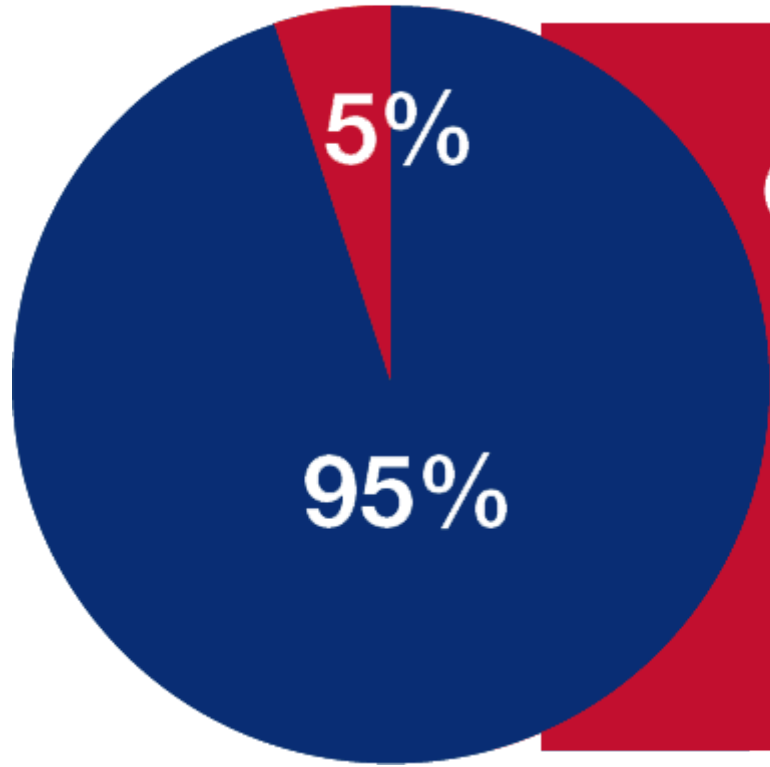
Buying Power



\$6.8 TRILLION in buying power compared to **\$1.73** TRILLION

TO AND

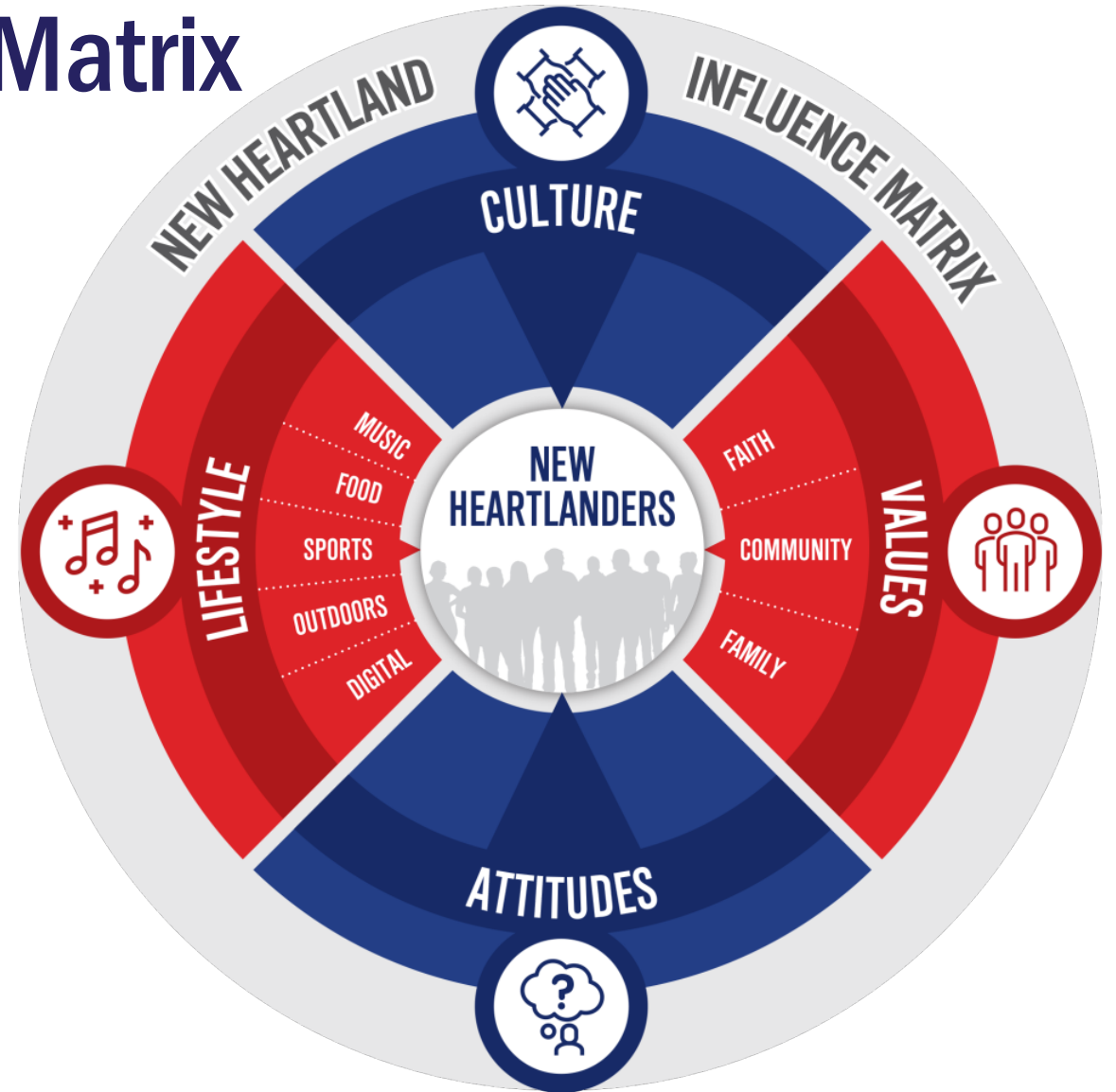
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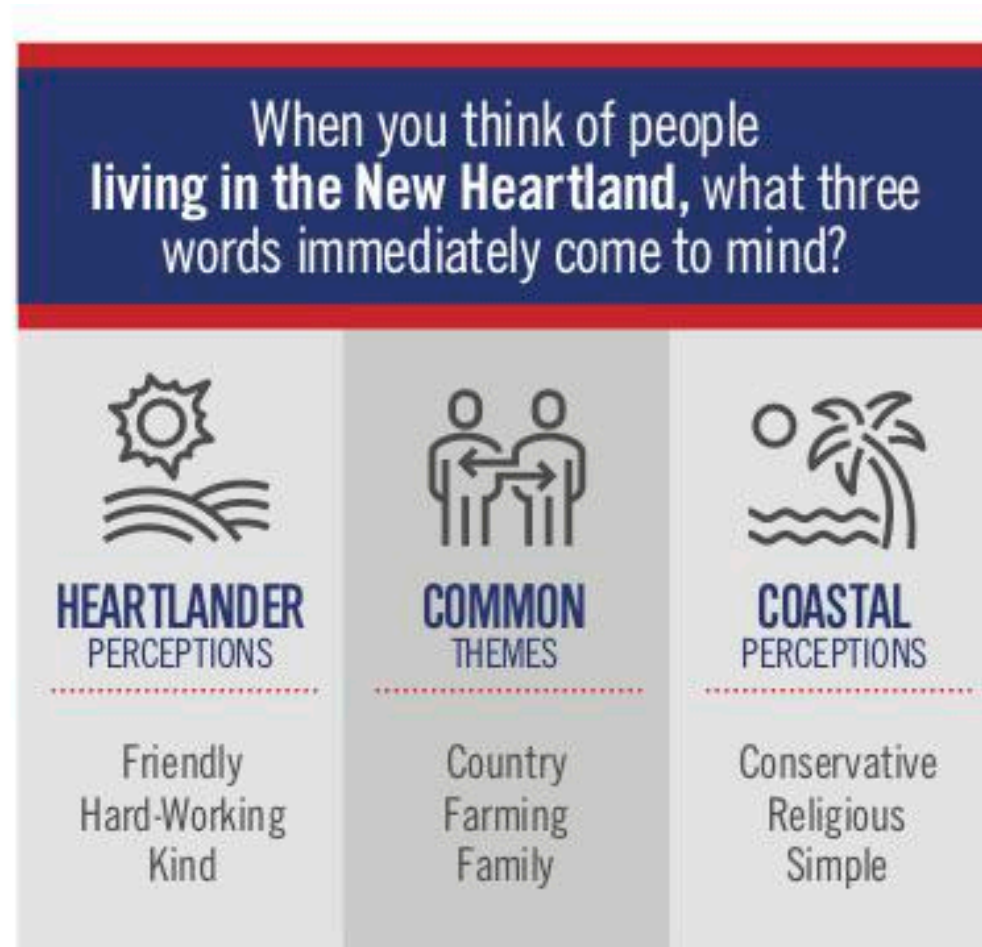
**ONLY 5 PERCENT
OF NEW HEARTLAND
CONSUMERS
THINK BRANDS
UNDERSTAND THEM.**

New Heartland Influence Matrix

Culture, core values, lifestyle activities and attitudes play a big role in buying behavior.



New Heartland vs Coastal Perceptions

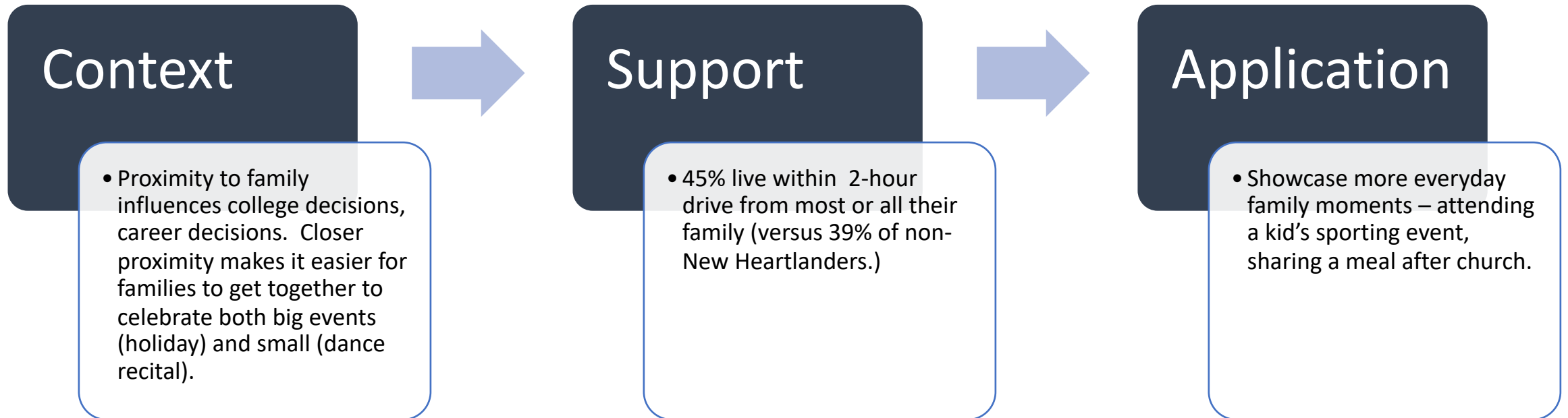


New Heartland vs Coastal Perceptions



Consumer New Heartland Consumer Guardrails

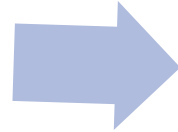
Proximity to Family is a Key Influence



Church and Faith Are Central to Daily Life

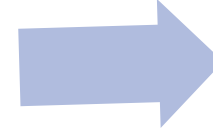
Context

- New Heartlanders are more comfortable with Faith-Based advertising themes. Faith plays a role in daily life.



Support

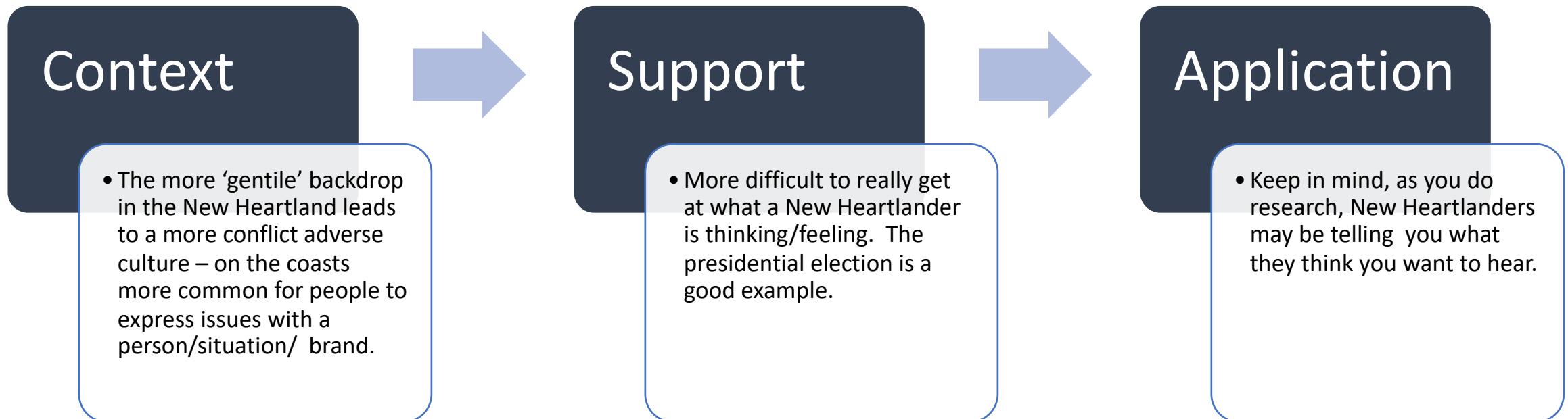
- 28% more likely to attend church regularly.
- 40% more likely to find faith critically important when purchasing.
- Wish they had more leisure time to attend church activities.



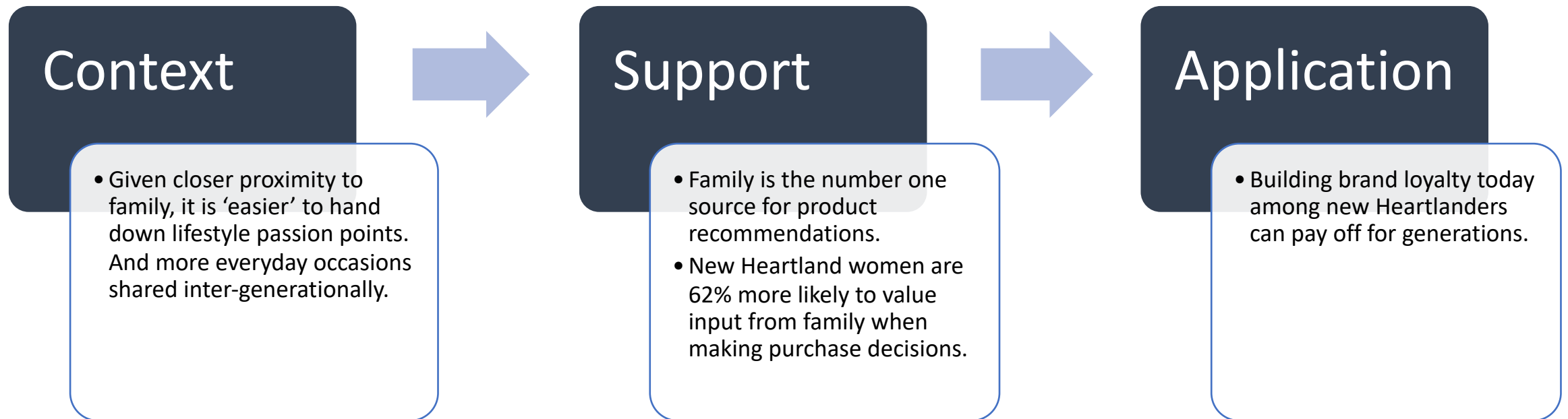
Application

- New Heartlanders view the world through a faith-based lens. Be especially cautious when embracing controversial stands.

Less Direct and More Conflict Adverse



Value Generational Ties



“Out Here, It’s DEW.”

“Out Here, It’s DEW.”

WHAT:

“Out Here. It’s DEW.” is a rally cry for MTN DEW to celebrate and empower the pursuits and passions of those who embrace the adventurous spirit and freedom in the great outdoors.

“Out Here, It’s DEW.”

WHY:

Whether fishing or hunting, Heartlanders embrace the freedom and adventure of the outdoors all year long, no matter the weather or season. With a heritage steeped in the great outdoors, MTN DEW shares the Heartland’s pride and commitment to embracing these elements.

“Out Here, It’s DEW.”

HOW:

Through partnerships with some of the most well-known Heartland influencers, “Out Here. It’s DEW.” is a platform for DEW to celebrate the most passionate outdoor enthusiasts.

KV



Point of Sale



“Out Here, It’s DEW.” Stimulus Program

INSIGHT:

- Heartlanders across the U.S. have faced an uncertain year with evolving COVID-19 restrictions, elevated unemployment and changing hunting and fishing permit regulations and could use a boost.

RESPONSE:

- MTN DEW created the MTN DEW Outdoor Stimulus, a \$100,000 fund dedicated to helping cover the 2020 permit costs for licensed fisherman and hunters across the heartland, helping our heartland heroes unleash their passions outdoors while eliminating potential financial uncertainty.
- The \$100,000 MTN DEW Outdoor Stimulus will provide \$20 to help Heartlanders get to get “Out Here” with us and do what they love in what has been a challenging and uncertain year so far.

“Out Here, It’s DEW.” Stimulus Program

HOW IT WORKS

MICROSITE: To receive the MTN DEW Outdoor Stimulus, Heartland members of DEW Nation submit photos of their most recent 2020 fishing and / or hunting permits.

PAYMENT: MTN DEW will reimburse one permit per household up to \$20 in total via Venmo or check within ten days.

A promotional graphic for the MTN DEW Outdoor Stimulus program. It features a green background with white and yellow text. At the top, there are two photos of men in camouflage gear: one holding a green MTN DEW can and another smiling. Below the photos, the text reads: "WE'RE FUELING THE GREAT OUTDOORS WITH \$100K". Underneath that, it says "Apply and you could reel in \$20 toward any eligible permit at DewOutdoors.com/Stimulus". A three-step process is listed: 01 UPLOAD: SHOW US YOUR ELIGIBLE HUNTING OR FISHING LICENSE; 02 SUBMIT: SUBMIT TO APPLY FOR YOUR STIMULUS; 03 CATCH \$20: GET CASH TOWARDS YOUR HUNTING OR FISHING PERMIT WHILE SUPPLIES LAST. At the bottom right, there is a photo of a man in a green shirt catching a fish, with the MTN DEW Outdoor Stimulus logo overlaid. At the very bottom, it says "Visit DewOutdoors.com/Stimulus for more information" and "*Terms & Conditions Apply".

WE'RE FUELING THE GREAT OUTDOORS WITH \$100K

Apply and you could reel in \$20 toward any eligible permit at DewOutdoors.com/Stimulus

01 UPLOAD
SHOW US YOUR ELIGIBLE HUNTING OR FISHING LICENSE

02 SUBMIT
SUBMIT TO APPLY FOR YOUR STIMULUS

03 CATCH \$20
GET CASH TOWARDS YOUR HUNTING OR FISHING PERMIT WHILE SUPPLIES LAST

Visit DewOutdoors.com/Stimulus for more information

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360 Marketing Support

SOCIAL CONTENT:

Engaging, DEW-owned social media content encouraging applications with robust paid support programming

INFLUENCERS:

Targeted hunting and fishing outdoor influencer partnerships across the heartland driving DEW Outdoor awareness and Stimulus applications

REGIONAL MEDIA PARTNERSHIPS:

Heartland-wide station and DJ partnerships across more than 15 cities

SEARCH ENGINE SUPPORT:

Geotargeted, search plan targeting outdoor keywords



Influencer Program

Heartland-wide macro, micro and nano influencer programming to help drive functional and emotional Out Here. It's DEW. outdoor positioning amongst core target audience

Program launch drove more than 5% engagement across approximately 15 influencers.

FUNCTIONAL

DEW as the charge behind the pursuits of Heartlanders passions



EMOTIONAL

DEW as a memory / reward during great outdoor moments and celebrations



Earned Media Tactical Overview

PRE-LAUNCH:

- Advance outreach to select endemic and lifestyle outdoor media garnered advance coverage with national and Heartland regional fishing sites *Forbes, Fishing Wire and Bass Fan*.

LAUNCH:

- Kicked off the official announcement of OUT HERE. ITS DEW. platform and the MTN DEW Outdoor Stimulus program by issuing a Press Release to Heartland states.
- Aggressive regional media outreach with personalized alerts to regional news, trade, outdoor + fishing / hunting and relevant lifestyle media.

POST-LAUNCH:

- Continue to generate buzz throughout the heartland and re-engage with target media and fans by leveraging consumer commentary / sentiment, data / insights to enhance additional interest.

Mountain Dew Will Pay For Your Hunting Or Fishing License In New Outdoors Promotion



Michelle Bruton Contributor @ SportsMoney
I cover action sports and the Olympics.



In a new summer promotion, "Out Here. It's Dew.", Mountain Dew will earmark \$100,000 toward an ... [+] MTN DEW



www.newheartland.com