

Publicis Groupe Wins PepsiCo's China Media Business

A bespoke 'Power of One' solution, PLUS+ by Publicis, has been created for PepsiCo

7 April 2022, Shanghai – Publicis Groupe has been appointed as media agency for PepsiCo, one of the world's leading food and beverage company, following a competitive pitch.

Publicis Groupe created PLUS+ by Publicis, a dedicated business solution led by Zenith, inspired by PepsiCo's aspirations of Faster, Stronger and Better. This is a dedicated business unit, powered by Zenith, that creates an ecosystem of media, creativity, and technology for positive impact on business outcomes. PLUS+ unlocks growth in the dynamic marketplace with consumer centric solutions and transformational, data driven capabilities. The purpose-driven operating model is people-first, with positive shared values underpinning a modern way of working.

The scope covers integrated media planning and buying duties across PepsiCo's beverage and food brands in mainland China, including Pepsi, Mirinda, 7Up, Gatorade, Bubly, Lay's, Quaker, Doritos and Cheetos. This win marks Publicis Groupe's entry into PepsiCo's roster of agencies in China.

The three-year contract officially begins April 1, 2022.

"We are truly honored to be appointed as PepsiCo's media agency in China", said Jane Lin-Baden, Managing Partner APAC & CEO North Asia of Publicis Groupe, "This provides an incredible opportunity to work with some of the most iconic brands in the industry. Our team is so motivated and excited to apply the best of our thinking and capabilities to create winning momentum for PepsiCo in China."

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About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 87,000 professionals.

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