



# Pepsi Ad Controversy

Executive Media Analysis Report

04 Apr 2017 - 07 Apr 2017

## Key Findings:

- The discussion, surrounding Pepsi's "Live for Now" campaign results in significant coverage peak in both social and traditional media;
- 70% of news reports mentioned Pepsi's response: the initial defending of the video campaign and the later apology with taking out the ad;
- Various publications referred to other companies in relation to the criticized Pepsi's ad (26% of the coverage) by contrasting it with the well received Coca-Cola's "I'd like to buy the world a Coke" campaign or mentioning Pepsi's ad together with Nivea's "White Purity", another commercial that was pulled during the same week;
- Half of reports featured third-party commentators with Bernice King, the daughter of Martin Luther King Jr., being most vocal critic of Pepsi's campaign;
- Ad's implication on Pepsi's brand was a minor feature in the coverage;
- Pepsi's response was quick and visible. However, media was rarely referring to Pepsi's spokespeople and when doing so, company's representatives remained unnamed.

## Background

Pepsi released new video campaign, titled "Live for Now" and starring Kendall Jenner. The ad dragged critical social media response, condemning the commercial as "tone-death", "racially exploitative" and undermining Black Lives Movement. The discussion was also echoed in online news and attracted the attention of celebrities, TV hosts and civil rights activists.

We conducted quantitative analysis to see how the criticism on the ad affected the total coverage on Pepsi. In addition to this we have qualitatively analysed online news reports from major UK and US sources to discover how this influenced Pepsi's brand and what was the result of Pepsi's response.

## Approach

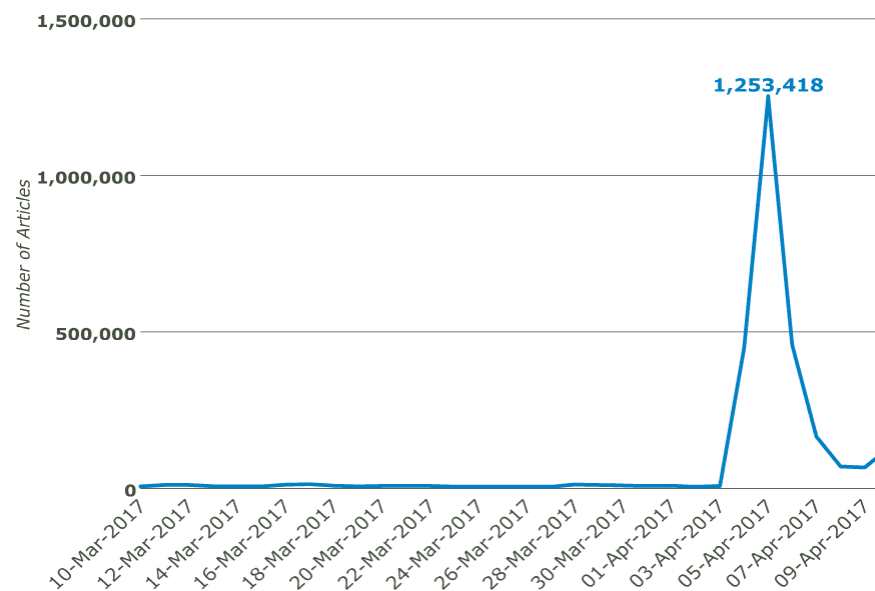
410 articles from the period of 04 – 07 April 2017 were considered relevant, and qualitatively analysed to assess tone, messages, spokespeople, commentators and other metrics.



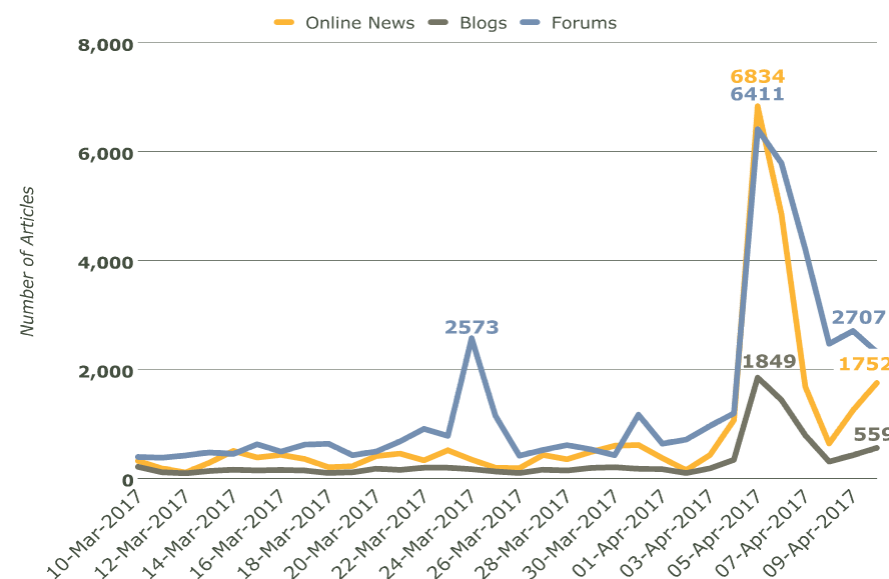
# The overall coverage on Pepsi skyrockets with the launch of “Live for Now” ad

On Tuesday, April 4<sup>th</sup>, Pepsi launched “Live for Now” campaign video. Quantitative analysis has proven, that the launch of the video has significantly boosted the mentions of the company in social media, including Twitter, blogs and forums. The criticism in social media has reached online news and resulted in the coverage peak as well. In line with this, Kendall Jenner, the main figure of the ad, dominated the discussion around Pepsi during the past month.

## Twitter



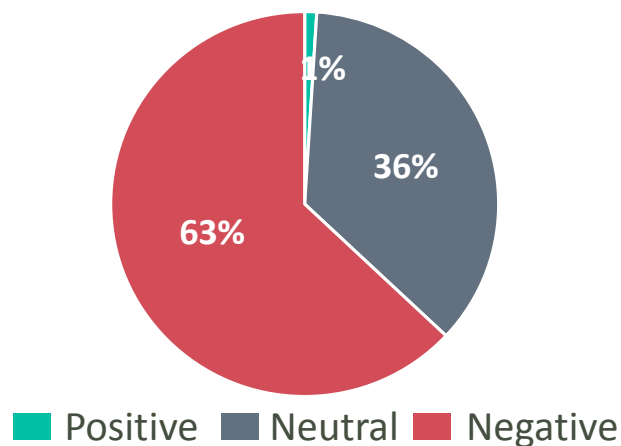
## Other Media



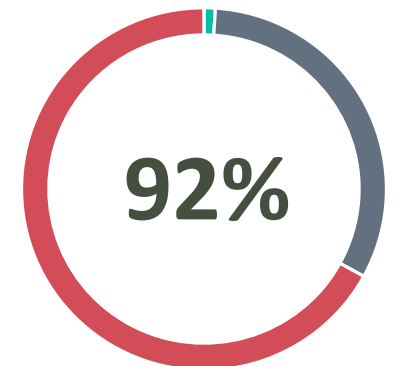
## Pepsi's response to the criticism was heard by major online media outlets, quoting official company's statements

One day after the release of Pepsi's commercial, major online news sources in the US and UK reported that *"Pepsi has pulled an advert that sparked an outcry and accusations that the drinks maker was trivialising recent street protests across the US"* (BBC, 05 Apr 2017). The articles were very company focused and largely included the actual video, even after the company has apologized and pulled the ad. Despite the dominating negative tone in relation to the campaign, publications also largely referred to the official statements of the company. The four positive articles, from US sources, said that people are offended by everything all the time, or praised Pepsi for the speedy response. Various publications mentioned main Pepsi's rival, as Madonna condemned the ad with her picture including Coca-Cola's can. Media also remembered Coca-Cola's "I'd like to buy the world a Coke" campaign as the most famous example of using activism in advertising.

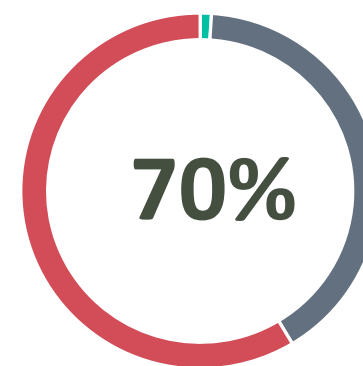
### Favourability



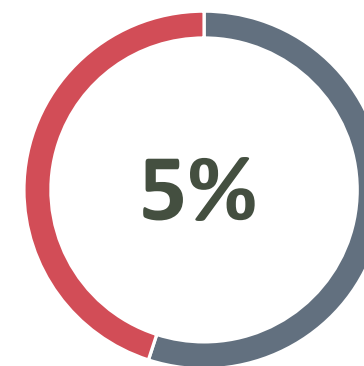
### Coverage Drivers



Facts / Criticism towards Pepsi's Ad

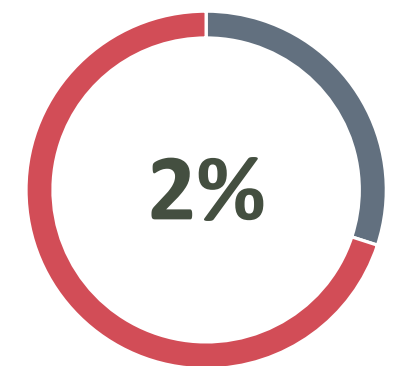


Pepsi's Response

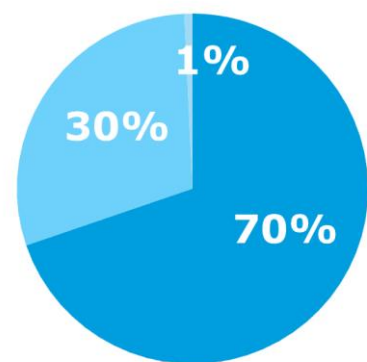


Other

One article may mention more than one coverage driver

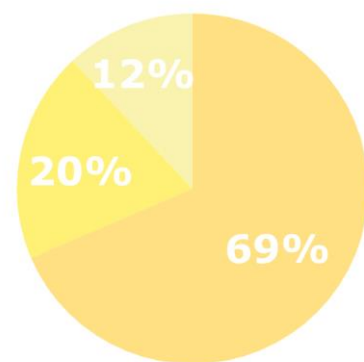


Ad's Implication on Pepsi



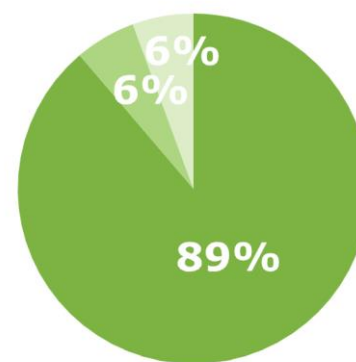
Article Type

News Article  
Editorial/Commentary  
Interview



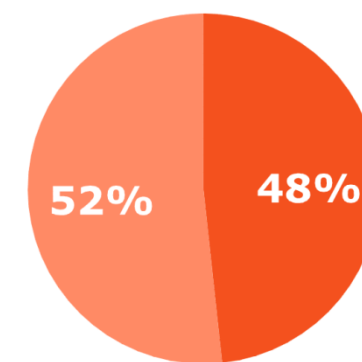
Story Type

Pepsi Feature  
Pepsi Expanded Mention  
Pepsi Mention



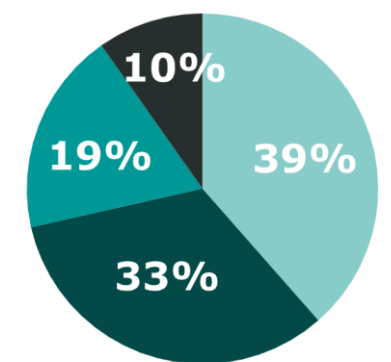
Citation Prominence

Headline  
Lead Paragraph  
Article Text



Ad Video

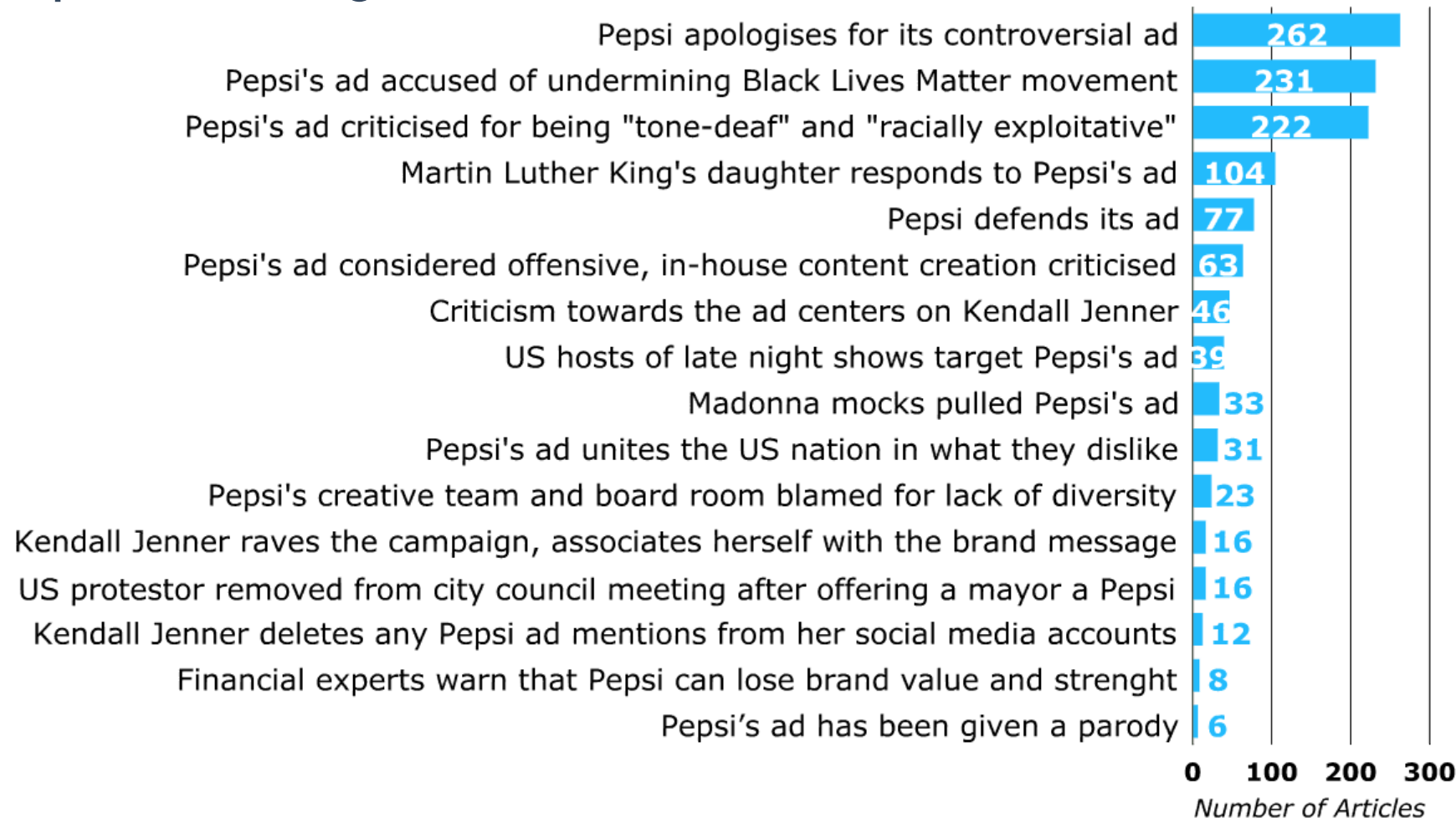
Included  
Not Included



Official Pepsi Statements

Not Mentioned  
Mentions Pepsi Statement  
Influenced by Pepsi Statement  
Based on Pepsi Statement

## Top Media Messages



*One article may feature more than one media message*



## Other Companies in Pepsi Ad Controversy Coverage

**19%**

Coca-Cola

**6%**

Nivea

**3%**

Budweiser

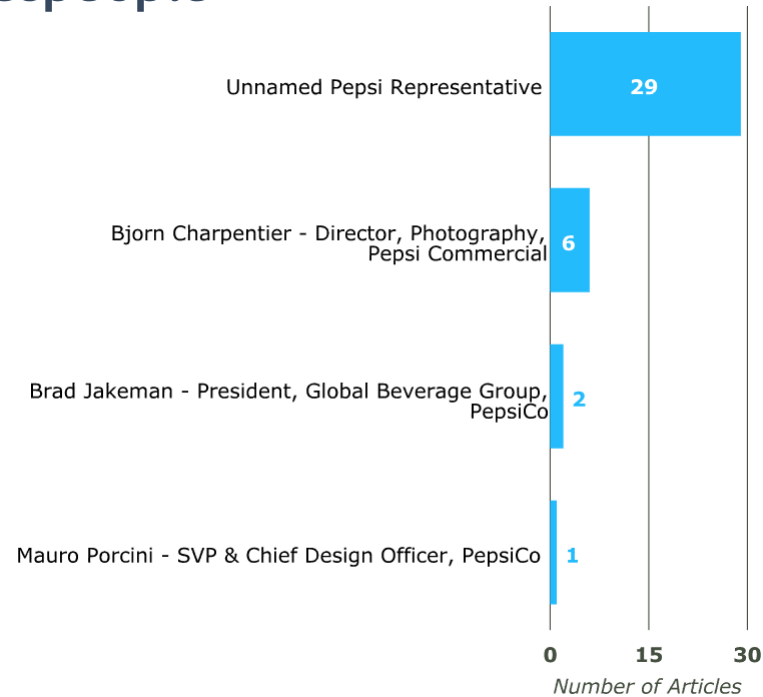
**2%**

Airbnb

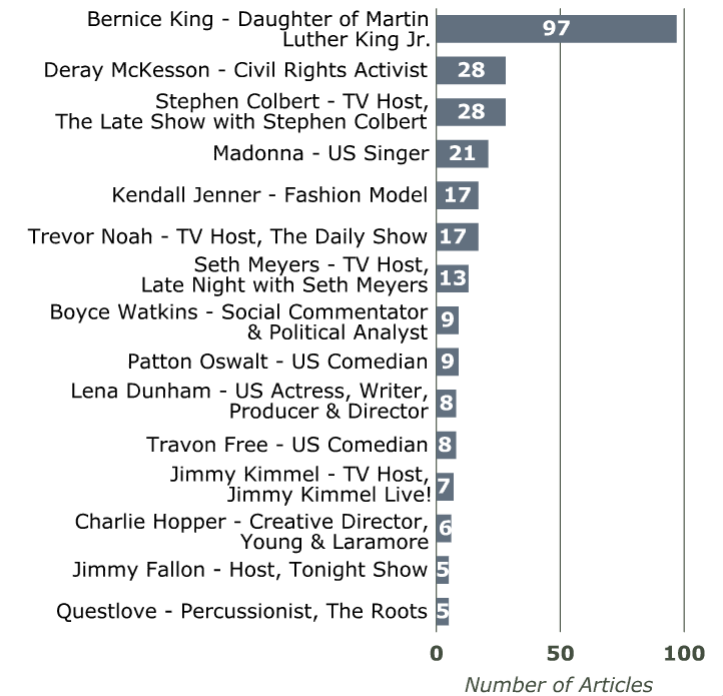
*Threshold: 2%*

# Pepsi's spokespeople visibility was low. Civil rights activists, TV hosts and celebrities were the most prominent.

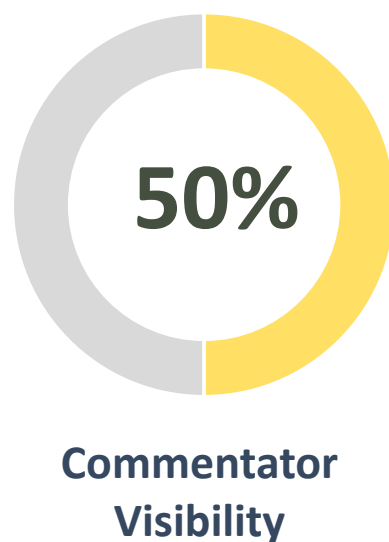
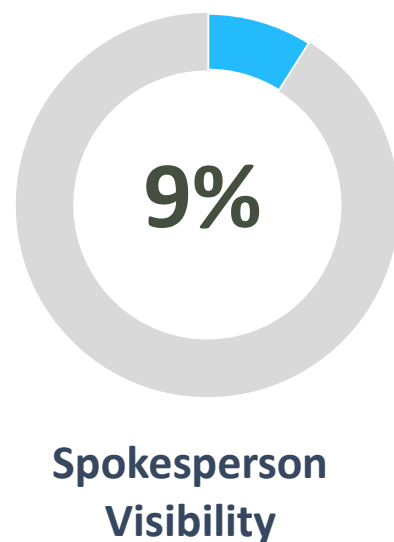
## Spokespeople



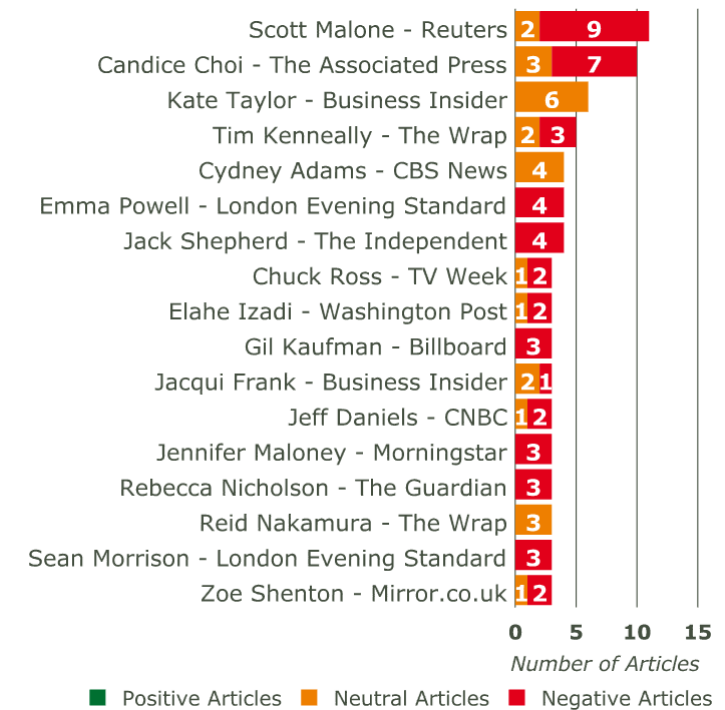
## Commentators



## Stakeholder Visibility Analysis



## Reporters





## Metrics

### Articles Analysed

Total number of relevant articles sourced for analysis.

### Favourability

To measure attitudes we apply a three-degree favourability scale (-1,0,+1) in which -1 implies negative sentiments, 0 infers neutrality and +1 stands for positive implications. Both the writer's tone of reporting and the factual information within articles is taken into consideration.

### Coverage Drivers

These can be specified by the client or 'discovered' by our trained analysts. Themes are assigned in order to understand the composition of competitors' coverage and therefore be able to formulate an effective response/messaging framework. By looking at topics across competitors a company's ownership or standing on a particular issue can be established.

### Media Messages

Unlike themes, which sum up the article's subject(s), messages offer a more thorough insight in that they are qualitative statements hence more analytical. This enables you to identify and quantify your competitor's focus and even track emerging topics or issues as they are reported.

### Spokespeople/Commentators

Spokesperson/commentator is an individual whose statements are either cited or paraphrased.

Spokesperson = company representative.

Commentator = non-company representative who comments on the analysed company/topic.

### Article Type

This classifies the genre of the piece. For this report Commetric uses the following genres: news article, commentary/editorial, interview, press release.

### Story Type

This shows where the focus of discussion falls in the article: feature (Pepsi is mentioned four times or more in one article), expanded mention (Pepsi is mentioned twice or three times) and mention (Pepsi is mentioned once).



# About

## Executive Media Analysis Report





- Manual **human-powered analysis** and automatic data drilling.
- **Relevancy screening** to clear duplicates and noise.
- Manual **sentiment analysis** in **30+ languages**.
- In-depth **analysis** of slang and language nuances.
- **Competitive benchmarking** against a set of KPIs.
- Highly-customisable and **flexible output formats** to slot into your workflow.



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Diabetes  
Federation**

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Unlike many online tools, Commetric combines innovative, patented analytical technology with the knowledge of its experienced, multi-lingual analysts to provide deeper, more practical level of insight for customers who demand to know more. Commetric's award-winning solutions are used throughout the world and across industry sectors.





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