

A GLOBAL COMMUNICATION CAMPAIGN FOR



pepsico

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MEET THE TEAM



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CONTEXT

- ✔ PepsiCo drives multiple sustainability initiatives under the pep+ framework
- ✔ However, they are not effectively communicated
- ✔ There is a gap between impact and perception



POSITIVE IMPACT, LOCAL ROOTS





GOAL

To consolidate PepsiCo Argentina as a pioneer company driving sustainable transformation in the agroindustry in Latin America.

GENERAL OBJECTIVE

To strengthen awareness of PepsiCo Argentina as an environmentally responsible company among selected publics by +70% within 12 months.

GENERAL STRATEGY

To strengthen awareness of PepsiCo Argentina as an environmentally responsible company*^A among selected publics by X% within 12 months.

GOVERNMENT

- **OBJECTIVE:** Enhance strategic partnerships with selected governmental and environmental authorities up to 100% in the next 12 months.
- **STRATEGY:** Increase the frequency and quality of communications with government actors to inform them about PepsiCo's Corporate Social Responsibility initiatives.



“AGROINDUSTRY MORE GREEN” FORUM

KPI'S

- **Institutional participation**
 - Success rate: 85% participation of the guests.
- **Media visibility**
 - Success rate: Minimum of five media mentions highlighting PepsiCo's co-organization.
- **Collaboration outcomes**
 - Success rate: At least one collaborative action identified post-event.

TERRITORY AMBASSADORS PROGRAM



KPI'S

- **Visibility and communication**
 - **Success rate: Minimum of three mentions highlighting PepsiCo's sustainability leadership.**
- **Collaboration potential**
 - **Success rate: At least one initiative or pilot project proposed as a result of the visits.**

QUARTERLY BILATERAL MEETINGS ON REGENERATIVE AGRICULTURE AND PACKAGING INNOVATION



KPI'S

- Policy collaboration opportunities
 - Success rate: At least one collaborative sustainability initiative developed through bilateral dialogue.
- Visibility and communication
 - Success rate: Minimum of three media mentions highlighting PepsiCo's collaboration with governmental institutions.

MEDIA

- **OBJECTIVE:** Increase the volume of proactive, positive coverage on sustainability topics up to 20% of 13 key outlets within 12 months.
- **STRATEGY:** Engage with key journalists and specialized outlets, providing exclusive data driven content, expert spokespersons and transparent impact reporting.

SUSTAINABILITY MEDIA BRIEFINGS: BUILDING THE RELATIONSHIP



KPI'S

- Number of journalists reached
 - Success rate: 18 - 24 journalists from top tier and specialized media.
- Follow-up interactions or additional information requests
 - 60% of participants request follow up or confirm future collaboration.

INSIDE PEPSICO: SUSTAINABILITY MEDIA EXPERIENCE



KPI'S

- Number of journalists involved
 - Success rate: 12 journalists participating
- Number of organic media pieces generated post-visit
 - Success rate: at least 8 positive or neutral articles or media mentions
- Journalists engagement and trust perception post-event
 - 80% of participants rate the experience as credible and transparent through surveys

SUSTAINABILITY CONTENT PROGRAM: CONTINUOUS MEDIA VISIBILITY



KPI'S

- Number of press materials and story packages distributed
 - Success rate: 6 releases or story packages issued throughout the year
- Media pickup and publication rate
 - Success rate: Minimum 10-12 earned mentions per release
- Journalist engagement and response rate to distributed materials
 - Success rate: 70% of recipients open or acknowledge content distribution within 5 working days.

EMPLOYEES

- OBJECTIVE: To enhance understanding of Corporate Social Responsibility across all PepsiCo Argentina's internal teams up to 80% within 12 months
- STRATEGY: Promote a unified organizational culture around sustainability through clear, consistent, and cross-departmental internal communication that empowers key leaders within the company as Corporate Social Responsibility ambassadors.

“PEP+ AMBASSADORS” PROGRAM



KPI'S

- Certified Ambassadors
 - Success rate: Minimum of one certified ambassador per department by the end of the year.
- CSR Awareness & Understanding
 - Success rate: Achieve 90% CSR awareness across departments.
- Communication Output
 - Success rate: Minimum of 10 ambassador-led communication pieces published per quarter.
- Employee Perception
 - Success rate: $\geq 85\%$ positive satisfaction rate among participants and peers.

SUSTAINABILITY BOOTCAMP



KPI'S

- Employee participation
 - Success rate: Minimum 75% participation across all PepsiCo Argentina plants.
- Department engagement
 - Success rate: 4 out of 5 departments completing the challenges.
- Waste reduction impact
 - Success rate: At least 20% reduction compared to baseline week.
- Digital engagement
 - Success rate: Minimum 200 total interactions.
- Employee perception
 - Success rate: $\geq 85\%$ of respondents report increased environmental awareness and engagement.

PEP+ TOWN HALL SPECIAL EDITION



KPI'S

- Employee participation
 - Success rate: 80% reach across all employees nationwide.
- Engagement rate
 - Success rate: Minimum 70% of attendees actively participating.
- CSR awareness improvement
 - Success rate: $\geq 85\%$ of employees report higher awareness and connection to PepsiCo's sustainability goals.
- Internal visibility
 - Success rate: Minimum 5 internal communications per edition, including highlights from the Balcarce broadcast.

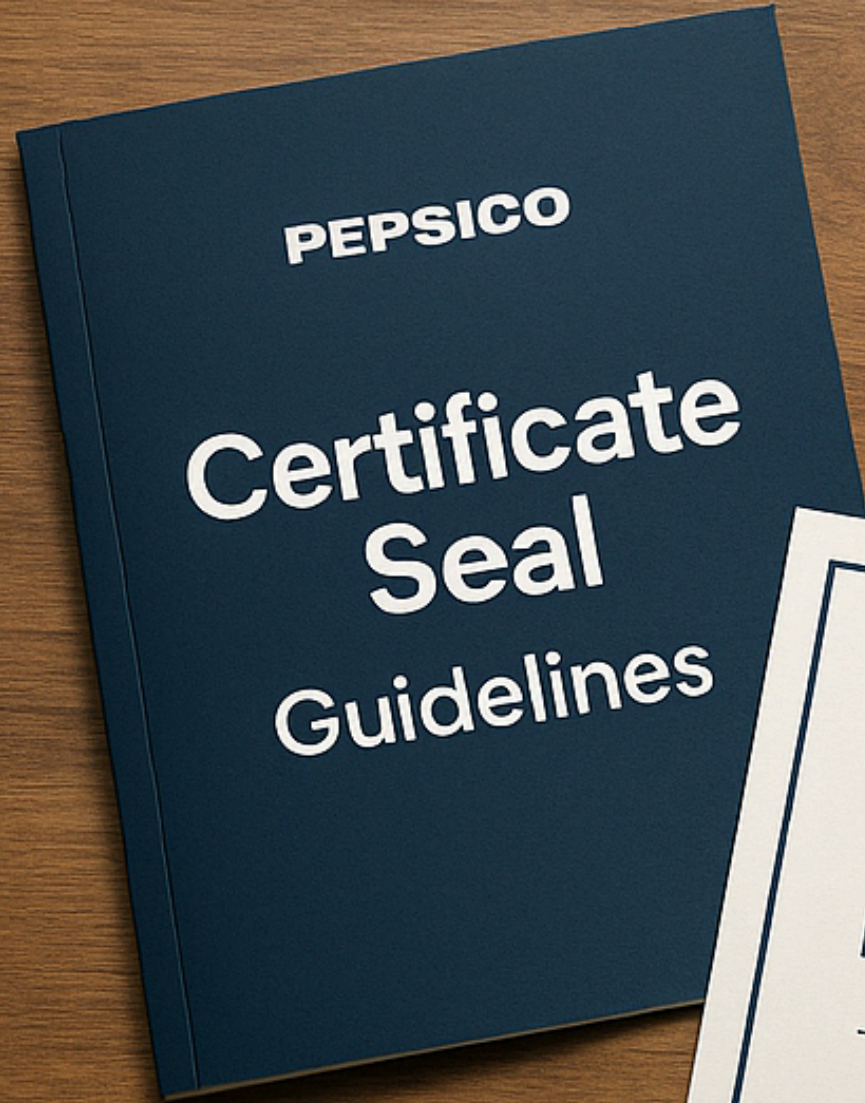
SUPPLIERS

- OBJECTIVE: Increase the adoption of PepsiCo's sustainable sourcing guidelines up to 86% of key suppliers by the end of the next 12 months.
- STRATEGY: Foster joint sustainability action plans with suppliers, integrating the guidelines into their own operational goals and public commitments.

PEP+ PARTNER SEAL: CERTIFYING SUSTAINABLE COMMITMENT



PEPSICO
pep+
Partner
Seal



KPI'S

- Number of suppliers certified.
 - Success rate: Certify 85% of participating suppliers.
- Supplier participation rate in the certification process.
 - Success target: 60% of suppliers submit applications voluntarily.
- Badge acquisition rate.
 - Success rate: 80% of certified suppliers acquire the badge.
- Engagement rate in announcement posts in LinkedIn.
 - Success rate: 35% engagement rate.
- Improvement rate among non-certified suppliers.
 - Success rate: 50% reach certification standards by the next cycle.

AGROLAB OF REGENERATIVE INNOVATION



pep+ PARTNER PROGRAM
PEPSICO ARGENTINA

pep+ PARTNER PROGRAM
PEPSICO ARGENTINA

ADVANCING
REGENERATIVE AGRICULTURE

pep+ PARTNER PROGRAM
PEPSICO ARGENTINA

Regenerative Result Sheet

Category	Value
Carbon Sequestration	100
Water Conservation	200
Soil Health	300
Biodiversity	400
Energy Efficiency	500

CERTIFICATE
OF ACHIEVEMENT

pep+ PARTNER PROGRAM

Presented to

KPI'S

- Number of AgroLab workshops conducted.
 - Success rate: 3 workshops delivered within the year.
- Supplier adoption of farm improvements (documented via Results Sheet).
 - Success rate: at least 50% of participants implement a new regenerative practice.
- Engagement level (attendance and active participation).
 - Success rate: 90% attendance across sessions.

**PEP+ ACADEMY:
SUPPLIER
SUSTAINABILITY
WEBINAR
PROGRAM**



KPI'S

- Average attendance rate of invited suppliers per webinar
 - Success Rate: $\geq 75\%$ of invited suppliers attend each session
- Post-webinar satisfaction score (based on participant survey)
 - Success Rate: $\geq 4.5 / 5$ average satisfaction rating
- Percentage of participants reporting increased understanding of PepsiCo's sustainability priorities
 - Success Rate: $\geq 80\%$ of respondents indicate improved understanding
- Percentage of suppliers applying at least one practice or initiative inspired by the webinars within six months
 - Success Rate: $\geq 40\%$ of participating suppliers implement new sustainability actions

ACADEMIC COMMUNITY

- OBJECTIVE: Establish PepsiCo as a preferred academic partner and employer brand among selected universities up to 83% within 12 months.
- STRATEGY: Create collaborative spaces to promote engagement in innovation, sustainability, and career programs.

ACADEMIC ADVISORY NETWORK: BUILDING UNIVERSITY ALLIANCES



KPI'S

- Number of roundtables held
 - Success rate: 3 roundtables successfully
- Partnership or collaboration agreements
 - Success rate: at least 4 formal partnerships signed
- Percentage of institutions confirming continued collaboration (follow-up meetings, co-design of activities)
 - Success rate: 70% of participating institutions confirm continued collaboration.

UNIVERSITY ENGAGEMENT TALKS: CONNECTING PEPSICO WITH ACADEMIA



University Engagement Talks – Sustainable Innovation & NextGen Careers

Co-hosted by Pepsico Argentina



KPI'S

- Number of co-hosted talks delivered
 - Success rate: 6 talks in one year
- Number of micro-talks delivered
 - Success rate: 10 micro-talks in one year
- Total students reached across all activities
 - Success rate: 400-500 students
- Number of PepsiCo speakers or experts involved
 - Success rate: ≥ 8
- Number of universities requesting to expand collaboration (additional activities, future Co-Labs, or research proposals)
 - Success rate: $\geq 60\%$ of universities reached
- New faculty or academic contacts added to PepsiCo's institutional network
 - Success rate: ≥ 8 new relevant contacts.

CO-LAB: JOINT RESEARCH AND INNOVATION PILOTS



KPI'S

→ Number of Co-Lab projects executed

- Success rate: 2

→ Total participants (students + professors + PepsiCo mentors)

- Success rate: ≥ 40

→ Number of documented project reports or prototypes delivered

- Success rate: ≥ 4

NEXTGEN CAMPUS AMBASSADORS PROGRAM



KPI'S

→ Ambassadors recruited and trained

- Success rate: 12

→ Activations delivered

- Success rate: 24

→ Digital engagement from ambassador-led initiatives
(posts, shares, event coverage)

- Success rate: $\geq 15,000$ total impressions.

PEP+ FELLOWS - NEXTGEN BY PEPSICO



KPI'S

- Number of fellows and internships completed.
 - Success rate: 10 per year
- Percentage of participating universities.
 - Success rate: 80% of universities engaged.
- Media and social visibility.
 - Success rate: 25% increase in academic-related mentions.
- Fellows' satisfaction.
 - Success rate: 4.5 out of 5 average rating.

NGO'S

- **OBJECTIVE:** To enhance the strategic value of NGO partnerships up to 75% within 12 months.
- **STRATEGY:** Strengthen NGO partnerships through long-term, locally focused programs that align with environmental goals and shared accountability, fostering mutual trust, visibility, and measurable impact.

**SUSTAINABLE
CHANGE
AMBASSADORS**

**SUSTAINABILITY
EDUCATION**

Environmental Awareness

- Recycling
- Green Energy
- Water Conservation

**SUSTAINABLE
AMBASSADOR**



**SUSTAINABLE
CHANGE
AMBASSADORS**



Pepsico
Argentina



KPI'S

→ Employees trained

- Success rate: +100 ambassadors in Year 1

→ Educational interventions executed

- Success rate: +12 sessions per year

→ People reached

- Success rate: +1,200 students/participants

LIVING
LANDSCAPES
OF
SOUTHEAST
BUENOS
AIRES



LIVING LANDSCAPES
Regenerative Agriculture Program



in collaboration with
Fundacion Vida Silvestre
& ProYungas



KPI'S

- PPP model implemented
 - Success rate: in 2 agricultural sites
- Native habitat restored
 - Success rate: +20 hectares
- Volunteers participating
 - Success rate: +300 employees
- Public communications issued
 - Success rate: 3 annual announcements/reports

SUSTAINABILITY & PUBLIC POLICY DIALOGUES



SUSTAINABILITY & PUBLIC POLICY DIALOGUES

Biodiversity • Circular Economy • Climate Regulation



Pepsico
Argentina

KPI'S

- Roundtables completed
 - Success rate: 3 per year
- Actions implemented from agreements
 - Success rate 100% of commitments executed

BUDGET

\$841.509,15

THANK YOU