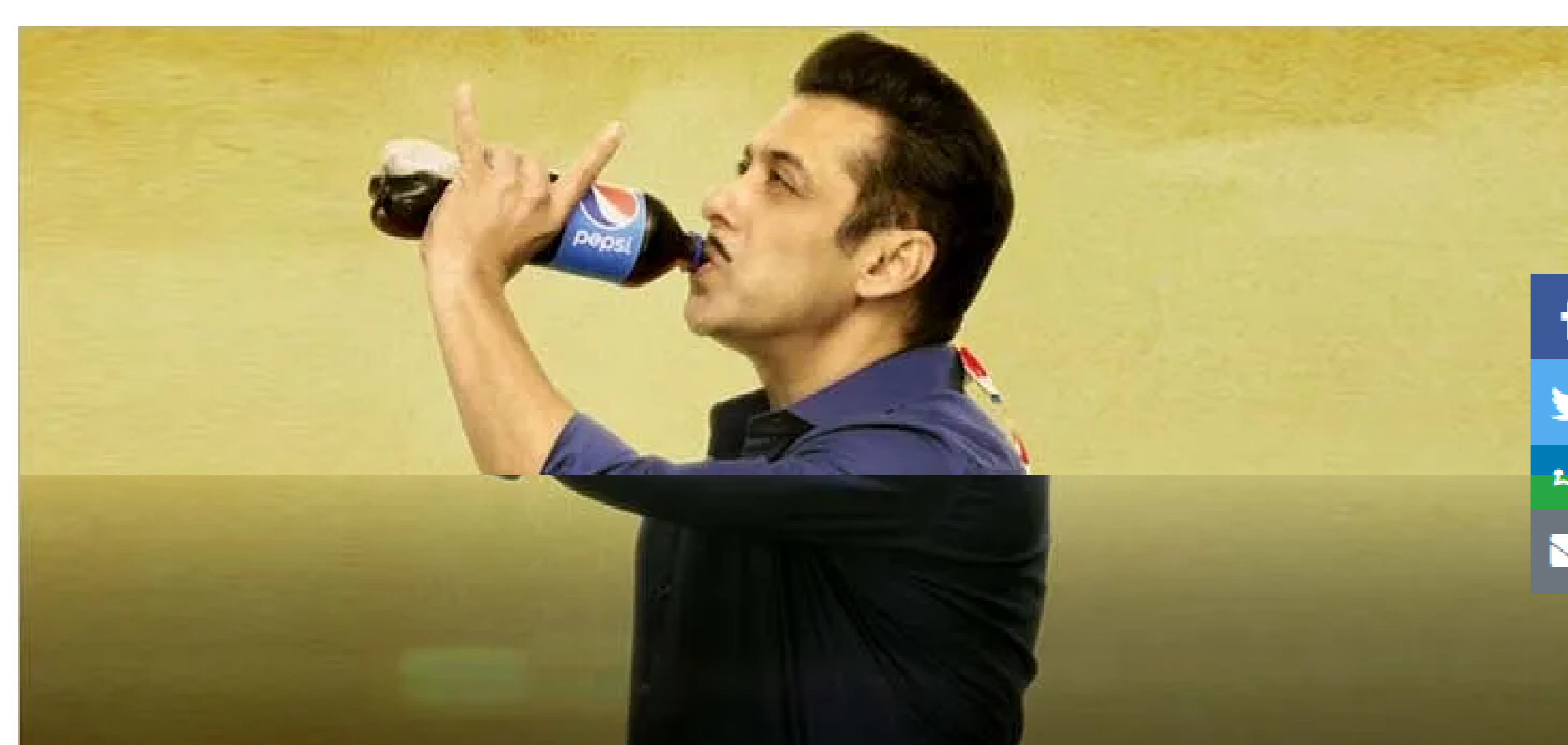


Pepsi to raise its fizz factor with Salman's swag

The Dabangg star looks set to woo the endorsement world again with his mass appeal, say industry pundits

by Tasmayee Laha Roy
Updated: Dec 13, 2019 3:38 PM



Salman Khan is back. This time it's not just with the blockbuster franchise 'Dabangg 3' but also in the endorsement world as Pepsi's new brand ambassador.

However, this time there is more to 'Brand Salman'. Bagging a deal with Pepsi to be the face of the brand has put the 53-year-old Khan back in the endorsement game and how. After building the story with Thums up's 'Aaj kuch Toofani Karte Ha', he will now be endorsing competitor cola brand's 'Har Ghoont Mein Swag' proposition.

Like every other actor, Salman has also had his good and bad days at the Box Office, but courtroom dramas and controversies had put him off the radar for brands for some time now. In 2016, Coca Cola dropped him as the brand ambassador for 'Thums Up' after four years of association with him. Prior to that, he was the face of another aerated drink - Mountain Dew.

Also Read: Pepsi India ropes in Salman Khan as brand ambassador

With a brand value of \$55.8 million, as per the fourth edition of the Duff & Phelps report on India's most valuable celebrity brands, Salman holds the sixth place after the likes of Deepika Padukone, Akshay Kumar and Ranveer Singh.

However, now with Pepsi in his kitty, the Dabangg star has instantly added credibility and recognition to his brand image.

But why did Pepsi choose Salman? For the brand it was his 'swag' that works. "Over the last year, SWAG has been the underlying message throughout Brand Pepsi's campaigns, celebrating the innate self-belief of the Indian consumer today," said a PepsiCo India spokesperson.

Not just the 'Har Ghoont Mein Swag' campaign, Pepsi will also be launching its association with Salman by tying up with 'Dabangg 3'.

Brand experts agree with Pepsi's take on Salman's 'swag' factor but they have more to add. "Like every other retail brand or e-commerce brand Pepsi too is upbeat about Tier II, Tier III and even Tier IV markets and these are the areas where controversies around Salman don't matter. People in these markets idolize him and that is what the soft drink brand has been cashing in on. If we look at the urban crowd, there isn't much demand for aerated drink given the sudden emphasis on being fit and eating healthy," said entrepreneur Sandeep Kohli who is best known for bringing KFC to India.

"Salman's mass appeal is his another big advantage. The reason behind the actor bagging a big fat cheque from Big Boss for years now is this mass appeal. Pepsi is next in line to cash on this swag and command over the masses."

Sharing another side of this story is Chandan Bagwe, Brand Consultant and Founder & MD of C Com Digital. Getting Salman on board is part of the long battle between Coca Cola and Pepsi, says Bagwe.

"Although Coca Cola had dropped Salman, their four-year association had been very fruitful. It is now a huge win for Pepsi to get him on board. This takes the brand rivalry to new heights. In the US, Coca Cola and Pepsi loyalists don't mix their drinks. While in India the loyalty issue is not on the same scale and Khan's involvement with Pepsi will definitely influence his fans while choosing their drink," adds Bagwe.

At the moment, his other endorsements include the likes of eyewear brand Image, Relaxo, Dixey Scott, Astral Pipes, Bharat Pe, Somany Ceramics, CP Plus and Emami edible oils.

Now, according to people in the know, in less than a week of Pepsi announcing their association with Salman, other brands too have started to approach the star due to the instant credibility that such a deal brings along.

For more updates, be socially connected with us on WhatsApp, Instagram, LinkedIn, Twitter, Facebook & Youtube

TAGS Deepika Padukone Kfc Pepsi Ranveer Singh Salman Khan Thums Up Har Ghoont Mein Swag Sandeep Kohli Dabangg 3

Share Tweet LinkedIn Share Share Mail

Show comments

Stay updated with the latest news in the Marketing & Advertising sector with our daily newsletter

SUBSCRIBE

By clicking Sign Up, I agree to the Terms of Use and Privacy Policy.

YOU MAY ALSO LIKE



Digital-led campaigns that ticked in 2019
3 hours ago

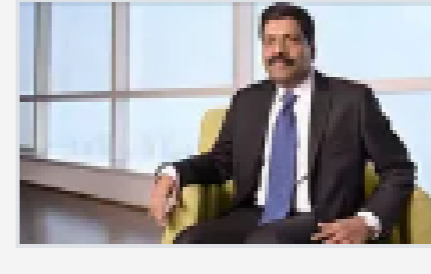


Latest Uber Auto & Uber Moto campaigns focus on empowering users
18 hours ago



Casagrand ropes in four south celebrities for its 'Chance Irukku' TVC in Tamil
1 day ago

TOP STORIES

LATEST	FEATURED
 <p>K Madhavan, Star & Disney India's new Country Manager, who turned the tide for Asianet 3 hours ago</p>	<p>Book Launch: Sudhir Sitapati's 'The CEO Factory' decodes HUL's business success 3 hours ago</p> <p>Digital-led campaigns that ticked in 2019 3 hours ago</p> <p>Mathrubhumi's fundamental responsibility is towards its readers: M V Shreyams Kumar 3 hours ago</p> <p>Zomato all set to buy UberEats India 3 hours ago</p>

SEE MORE

START NOTIFY CHAT

WhatsApp Policies can change, But we won't!

Continue getting exchange4media daily updates onto your WhatsApp screen, now via Notify App. Download TODAY

Download here

POPULAR

MOST READ	TRENDING TOPICS
Celebrity Brand Ambassadors	Google
Tara Sinha	Publicis Groupe
Marketing	GroupM
Ravi Mittal	Omd
	TVC
	K Madhavan

SEE MORE

WhatsApp Policies can change, But we won't!

START NOTIFY CHAT

Download here

ABOUT E4M

exchange4media was set up in year 2000 with the aim of publishing niche, relevant and quality publications for the marketing, advertising and media professionals.

ADSSERT WEB SOLUTIONS PVT. LTD. B-20, SECTOR 57 NOIDA (U.P.)

(0120) 4007700

Connect With Us!

USEFUL LINK

Advertising
Marketing
Digital
Photos
Videos

OTHER LINK

Sitemap
Privacy Policy
Term & Condition
GDPR Compliance
Cookie Policy
Contact Us

CONNECT WITH US

Facebook Twitter LinkedIn YouTube Email

Subscribe e4m Newsletter
25000+ Industry Leaders already read it everyday

E-mail SUBSCRIBE

By clicking Sign Up, I agree to the Terms of Use and Privacy Policy.

OUR PROPERTIES

IMPACT Realty+ Pitch समाचार 90 EVENTS loudcast FUTURE PLAY