

# **Pepsi Collaborates with GrabFood For 2nd Year to Launch “Pepsi x GrabFood” Offering Double Numbers of Promotions for More Enchanting Dining Experience**

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Pepsi, GrabFood strike landmark collaboration to boost twice numbers of promotions and brand awareness by Pepsi-Grab Food co-branded visibility on jackets and bags.

Bangkok - Suntory PepsiCo Beverage (Thailand) Co. Ltd. (SPBT), the famous carbonated soft drink in Thailand and manufacturer of brand Pepsi, partnered with GrabFood, leader in food delivery platform in Thailand (Source: Kantar Worldpanel Research 2020), for the second consecutive year to launch a striking campaign of the year “Pepsi x GrabFood” to provide customers with double numbers of promotions (more than 100,000 promotions in 2019 VS more than 220,000 promotions in 2020) for GrabFood users, special privileges and discounts from participating famous restaurants. The co-campaign aims to reward customers to make any food order and delivery service via GrabFood app a special, delightful dining for customers in the New Normal era from now until November 2020. SPBT also collaborated with GrabFood to jointly promote a special jacket uniform and thermal delivery bags with Pepsi and GrabFood logos, making it the first collaboration in Thailand and Southeast Asia.

Somchai Ketchaikosol, Chief Marketing Officer of SPBT, said GrabFood is one of SPBT’s key strategic partners. It is strong and excellent in business development and building up brand awareness in all consumer segments. There is a wide array of exciting dining destinations and enticing restaurants listed on its platform. The consumer behavior has changed to match the New Normal, resulted in increasingly reliant on online on-demand food delivery services. Moreover, convenience trend and a wide selection of food and beverages to choose from are key triggers for consumers to order from food aggregator. SPBT has acknowledged the shift in consumer behavior on the back of burgeoning food delivery services market. Hence, Pepsi is confident in continuing its partnership with GrabFood for the second consecutive year to launch “Pepsi x GrabFood” campaign, offering special privileges, value promotions and rewarded points from Pepsi’s partner restaurants. This year’s campaign highlights new monthly promotions, tempting discounts for new users of up to 60% (maximum of 60 Baht discount) for 129,000 codes (limit at 1,000 codes per day). Moreover, SPBT struck landmark collaboration with GrabFood for the first time in Thailand and Southeast Asia to launch co-branding jacket uniform and thermal delivery bags, featuring two logos, two colors: Blue and Green.

Customers can enjoy value promotions, discounts and reward points under the “Pepsi x GrabFood” campaign via GrabFood application by selecting Pepsi’s Recommend feature from now until 30 November, 2020.

- Pepsi x GrabFood: Sale Storm - Share the moment of happiness and enjoy food delivery services during rainy season together with Pepsi that can complement every meal and taste.
- Pepsi x GrabFood: Magic Month - Stand a chance to win lots of prizes on Wheel of Fortune from 11-17 August, 2020.

Moreover, Pepsi offers a wide range of enticing dining deals from over 3,000 participating

restaurants listed on the GrabFood platform such as KFC, Pizza Hut, BAR B-Q PLAZA, SUBWAY, CHESTER'S, restaurants in CRG, Potato Corner and Zaap Classic, etc.

Chantsuda Thananitayaudom, Country Marketing Head at Grab Thailand, said GrabFood, as the leader of online food delivery service provider in Thailand, is pleased to collaborate with Pepsi, the popular beverage brand among Thai people, for the second consecutive year. Grab Thailand is committed to continue the success of last year's campaign. For this year's collaboration with Pepsi, it is regarded as a phenomenon of pleasant dining moment that goes harmoniously with Pepsi, a drink that can complement every meal. The collaboration with Pepsi has stimulated online food orders and delivery services. And this year's campaign also features 220,000 Promo Codes as well as discounts on food delivery. Both existing customers and new customers are eligible for the promo codes and discounts. Exclusively, customers are also entitled to buy Pepsi Max Taste at the price of only 2 baht with a total of 20,000 deals up for grabs on September 2, 2020. Grab Thailand is also promoting the word-of-mouth marketing strategy using #grabhandsome to raise awareness about the "Pepsi x GrabFood" campaign for all consumers.

For this year's collaborative marketing campaign, Pepsi and GrabFood joined the efforts to strengthen their leadership positions in the market and committed to create an immersive customer experience both offline and online platform boosted by an impressive network of quality restaurants, food and beverages, value promotions, rewards points for discount redemption throughout the campaign.

Terms and conditions as designated by GrabFood.

For more information, visit Facebook PepsiThai or LINE Official Account @Pepsi as online food orders and delivery services can be made through GrabFood app.

\*According to market research done by Kantar Worldpanel in February 2020, GrabFood is Thai consumers' #1 online food delivery platform.