



## EVENT DOMINATION

Pepsi and its co-op partner, Dollar General, invaded Nashville and dominated the CMA Music Festival. With a daily attendance of **87,680**, the festival offered Pepsi a unique way to connect with country music fans – *and a lot of them!* By running multiple mobile billboard units for a two-week flight around the event, the campaign achieved both high reach and high frequency. Customized routing ensured the campaign was driving the message at the right times in the right places, targeting key concert events and highly-trafficked venues.

## ABOUT THE CLIENT

Originally introduced as Brad's Drink and sold at the maker's one local drugstore, this American soft drink was re-named Pepsi-Cola in 1898 and has been a favorite soft drink of many ever since. For over a century, Pepsi has been one of America's most beloved brands.



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