

Pepsi, Simba, Doritos launch campaign for 2013 Orange AFCON

As official sponsor to the 2013 Orange Africa Cup of Nations (AFCON) the PepsiCo brands, Pepsi, Simba and Doritos have launched a 'Game On' campaign specifically to promote AFCON and highlight its sponsorship.



The focus of the campaign is to erect 'Game On' villages outside the stadiums, where the brands can engage with fans. These offer fans the opportunity to associate the brands with one of South Africa's most loved sports and promises some fun activities with South African DJs, soccer games, prizes and entertainment before the games begin.

Additionally, the experience will be rolled out at select popular venues, where soccer fans will already be gathering to watch the games.

The "Game On" campaign seeks to bring back the spirit of unity to South African shores and is an opportunity for Pepsi, Simba and Doritos to rally behind South Africa. The campaign urges all South Africans to support the country as it takes on the best teams in Africa.

"We are excited to be involved in this year's AFCON, one of the highlights in Africa's sporting calendar and we hope this will be one to remember. In addition, the brands view sponsorship of sports events such as this, as part of its contribution to local sport and the community," says Carla De Quintal, marketing director at PepsiCo.