



Lay's & Pepsi Generate Incremental Sales Uplift with 2.78X ROAS

The Unmatched Power of Retail Media to Boost Sales

Pepsi and Lay's are two of PepsiCo's flagship brands, known globally for soft drinks and salty snacks.

Challenge

PepsiCo launched a limited-time co-branded campaign for Lay's and Pepsi, titled "The Heritage", in February 2025, aiming to boost joint sales through emotional storytelling and strong in-store presence. The campaign needed to stimulate basket pairing behavior between salty snacks and soft drinks, especially in a period of historically low category momentum.

Strategy

PepsiCo, in collaboration with Omnicom Media Group (OMG) as the strategic media agency, partnered with Footprints AI to design, plan, and execute the in-store retail media component of its national campaign, "The Heritage", for Lay's and Pepsi across the Profi retail network. The campaign ran with full national coverage across all Profi store formats, targeting shoppers aged 18–44, both urban and rural.

Execution

- **In-Store Digital Screens:** Displayed eye-catching co-branded creative to drive awareness at the point of entry and at high-footfall shopper touchpoints.
- **In-Store Kiosks:** Provided dynamic visibility at self-service digital points, enhancing recall for mission-driven shoppers.
- **On-Site Mobile App:** Delivered the message contextually to mobile shoppers, reinforcing in-store messaging.
- **Off-Site Email Insert:** Extended campaign into inboxes, supporting receipt registration and driving participation.

Shopping Missions & Target Audience

- **Primary Audience:** Adults 18–44, urban and rural shoppers, mission-driven, seeking affordable moments of indulgence.
- **Key Missions:**
 - **Quick-Trip Top-Ups:** Engaging shoppers picking up household essentials and ready-to-enjoy snacks and drinks.
 - **Basket Completion:** Targeting those likely to add Lay's and Pepsi as part of regular grocery purchases.
 - **Impulse Missions:** Encouraging spontaneous purchases linked to the contest mechanic and high-visibility creatives.

Strategy At A Glance

Retail Network



National Coverage,
All Store Formats

Retail Channels

- In-Store: Digital Screens, Kiosks
- On-Site: Mobile App
- Off-Site: Email Insert

Media Investment

- Duration: 4 weeks
- Budget: 12% from total



The Heritage' campaign allowed us to bring emotion, relevance, and sales together in one seamless in-store experience. Footprints AI gave us the tools to not only reach the right audience but also deliver results that proved to us the unique strength of the omnichannel retail media execution.

Cristina Siminea

Digital Media Manager,
OMG Romania

**POTI CÂȘTIGA O
MOȘTENIRE CA-N FILME!
50.000€**

PERIOADA CAMPANIE: 15.01.2025-30.04.2025

**CUMPĂRĂ ORICE PRODUS
PEPSI SAU LAY'S, ÎNSCRIE BONUL PE
PEPSICOSMILES.RO/MOȘTENIRE
ȘI POTI CÂȘTIGA!**

ÎNSCRIE-TE ACUM



Solution

To support PepsiCo's "The Heritage" campaign, Footprints AI delivered a full-stack retail media solution engineered for scale, targeting precision, and omnichannel orchestration.

- **Predictive Shopper Segmentation:** Footprints AI used real-time purchase data and mission-level behavior to identify and reach co-purchase-ready shoppers across snack and beverage categories.
- **Omnichannel Campaign Orchestration:** Integrated in-store screens, InfoKiosks, app-sponsored posts, and newsletter placements were activated in parallel..
- **Dynamic Inventory Targeting:** Store-level inclusion was continuously updated based on product availability and shifting shopper trends, ensuring optimal media delivery without wasted impressions.
- **Performance Measurement & Attribution:** Campaign impact was tracked across SKU sales, mission outcomes, and basket composition, enabling media-to-sales performance.

Results

Incremental Sales Uplift

- Lay's sales rose by **+37.24%**
- Pepsi sales grew by **+8.25%**

Category Penetration

- Lay's increased its volume share in the salty snacks category from 10.45% to 13.15%
- Pepsi gained share in a declining carbonated drinks category, growing from 25.24% to 25.61% (+1.46% share uplift), even as the category declined by -2.80%

Media Efficiency

Achieved 2.78X ROAS—each €1 invested returned €2.78 in incremental value.

Share of Budget

12%



ROAS

2.78X