



PepsiYOUFest

PepsiCo. Communications Plan

PepsiCo.
700 Anderson Hill Rd.
Purchase, NY 10577
Phone : 914-253-3150
Website : pepsico.com

04.23.2018

Spring 2018

**JRN 551
Submarine 5**

Table of Contents

Table of Contents	1
Meet the Team	2
Introduction	4
Research	6
Objectives	9
Impact	9
Programming	13
Evaluation	18
Conclusion	21
Appendix Survey Research Graphics	24
Appendix Survey Research Graphics	25
Appendix Survey Research Graphics	26
Appendix Survey Research Graphics	27
Appendix Twitter Posts	29
Appendix Instagram Posts	31
Appendix Sample Email to Professors	34
Appendix Facebook Event	36
Appendix Youtube	37
Appendix Snapchat Filter	38
Appendix Map	39
Appendix Passport	40
Appendix References	41

Meet the Team



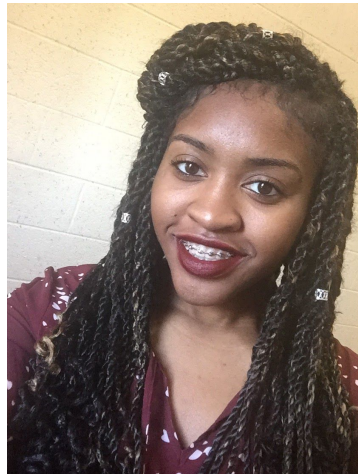
Sydney Scarbrough

Social Media Specialist



Amethyst Stewart

Graphic Design/Photographer



Kierra Smith

Event Coordinator



Julia Themm

Media Relations Manager



Alyssa Quirk

Volunteer Coordinator

Introduction


Diversity is a social concern, because diversity and inclusion impacts all people. Diversity represents a societal concern, because it affected people in the past, affects them currently and will affect them in the future. Pepsi is the ideal company to address this concern, because it takes action by incorporating inclusive programs to support women, minorities and those with disabilities.

Pepsi maintains a global reach, making them impactful enough to address this issue. Pepsi is also the ideal company to target Central Michigan University students, because they are the main vendor of beverages at CMU. This is a previously established connection that will benefit outreach to the target audience, CMU students.

Pepsi is passionate about developing products and programs that will connect with their consumers. In the summer of 2011, Pepsi sponsored a 12-week music entertainment series focusing on Latino music. Sabados de Verano, Summer Saturdays, featured 36 live concerts and music film screenings (Bevindustry.com, 2011).

Pepsi's dedication to diverse operations has continued with the opening of research and development center in Shanghai, China. The Leadership in Energy and Environmental Design (LEED) facility is the largest of PepsiCo's research and development facilities outside of North America (Bevindustry.com, 2012).

Pepsi's dedication to diversity in their programming and development relates



to the passion for diversity found at Central Michigan University. CMU has initiated a plan for achieving diversity, beginning with the 2008 Strategy Plan for Advancing Diversity: Blueprint for the 21st Century and Beyond. This plan implements an agenda of diversity, including programs to strengthen the knowledge and understand of diversity and inclusion amongst CMU students.


Strategy 4.2 of the diversity plan encourages the promotion and development of study programs and courses that enhance student learning about diversity, underrepresented groups, and global issues (Strategic Plan for Advancing Diversity: Blueprint for the 21st Century and Beyond, 2008). CMU provides students with opportunities inside and outside of the classroom, but a large majority of students do not partake in these opportunities (Senter, 2015, p.33).

Incorporating a well-known brand, PepsiCo, into the diversity programming at CMU will be beneficial for promoting PepsiCo and the diversity initiatives of CMU. PepsiCo is committed to engaging Central Michigan University students in conversations about diversity, through intentional interaction. In order to stimulate intentional interaction, PepsiCo will conduct PepsiYOUFest. PepsiYOUFest stands for Pepsi: Year of Unity Festival. Students will be immersed in the variety of international cultures that CMU has to offer. Transforming the campus to feature iconic landmarks will grab the attention of students, faculty, and community members. This event highlights Pepsi's commitment to diversity and developing an understanding and appreciation of diversity in higher education.

Research


To begin our research, our group created a survey through Google forms to be sent out to all people regardless of their gender, age, ethnicity, etc. We conducted this survey to get a better idea of our audience demographic, how much they knew about Pepsi products and how often they consumed said products, and for their thoughts on diversity. Once it was completed, we sent the survey out to fellow CMU students as well as posted it on various social media platforms. After we sent it out and posted it on Facebook and Twitter, we received a total of 153 responses. We first reviewed our results to help us narrow down who our target demographic would be. We discovered that the primary age range of our audience was between 19-21 years old. There were significantly more females than males that took our survey, 136 of them identifying as females while only 16 of them identified themselves as males. In addition, there was a single survey respondent who identified as transgender. We noticed a correlation between income and the level of education. Twenty-five percent of our survey respondents make less than \$25,000 a year but 123 of those respondents are currently enrolled in college as an undergraduate student.

Pepsi Co. strives to close their customer's need gap by creating products that their customer will want. This survey was important because we asked respondents about their Pepsi Co. product preferences and their consumption patterns with these products. The most popular product among participants was Gatorade,



followed closely by Starbucks and Pepsi soda. These products are consumed by 38 participants a couple of times per month while 32 people said they consume these products a couple of times per week. We learned from these results that participants knew a lot about the products that Pepsi Co. sells and they consume them fairly often. From this, we realized we need to make it critical to give Pepsi Co. a strong reputation that young adults can relate to and will feel good about when purchasing their food and drinks.

To gather more in-depth information in the survey, we asked a variety of questions about diversity and Pepsi Co's involvement with the topic. At Pepsi Co., we are committed to creating work environments that are safe and fair for all people regardless of where they came from or what they identify as. Diversity is highly valued with our company so we asked the audience to rank how important diversity is to them and learned that 39.2 percent think that diversity is very important. However, when asked how familiar they were with Pepsi Co's diversity efforts, 35.9 percent were very unfamiliar with the work the company does for issues regarding diversity. Our research suggested that people may be fairly interested in learning more about Pepsi Co's diversity efforts but they aren't very passionate about the topic. The survey also suggested that people only somewhat care about the brand's social stance on particular issues but it isn't a deciding factor on whether or not they will purchase products from that brand for most of the participants.



We also conducted secondary research to help us learn more about the diverse backgrounds CMU students come from. To find these facts, we went to the Office of International Affairs on campus. One of our key findings included all of the countries CMU students are from and how many students are from each country. The top five countries represented at CMU are China, with 192 students, Saudi Arabia, with 186 students, India, with 117 students, the United Kingdom with 56 students, and Canada with 39 students. Some of the other countries listed were South Korea, Nigeria, Germany, Vietnam, and Mexico. From these numbers, we can decide which countries CMU students are closely tied to and where in the world the majority of the students are coming from. As of Fall of 2017, there are 801 international students enrolled as on-campus students at Central Michigan University. That tells us that there is a large audience of diverse individuals that we can target messages to in our campaign.

From these findings, we can assume that our campaign will have to be big enough to make the audience want to care about Pepsi Co's work with diversity and it would have to provide a strong incentive to make them want to participate in the events and activities. Our audience does care about diversity but they don't know how it relates to Pepsi Co. and they aren't fully committed to learning more about how the two are correlated. With diversity being such a strong topic in the media, so relevant on CMU's campus, and a highly important social issue in our world today, it is crucial for us to get our audience interested in Pepsi Co's work to fight for diversity so that they will be willing to participate in activities to make the world

a safe and fair place for every person regardless of who they are and where they came from.

Objectives

Impact

Informational

- To increase CMU students' knowledge of diversity organizations on campus by 10 percent.
- To enhance the CMU students' awareness of Pepsi diversity initiatives by 10 percent.


Attitudinal

- To create positive attitudes among CMU students toward Pepsi diversity initiatives by 10 percent.
- To increase the public's attitude of diversity's importance by 15 percent.
- To decrease the negative attitude that CMU does not do enough to promote diversity among students by 25 percent.

Behavioral

- To secure attendance of 200 students at each region.

For our impact objectives, we would like to increase CMU students' knowledge of diversity organizations on campus by 10 percent. From our survey, we noticed that 48 percent of our targeted audience seek change in their



community by joining a registered student organization on campus. However, the rest of the target audience does not or is not aware of what each organization does.

We would also like to enhance the awareness of Pepsi Co. diversity initiatives by 10 percent. Based on the results of our target audience, 35.9 percent stated that they were completely uninformed of Pepsi Co. efforts towards diversity. Also, only 1.3% percent stated that they were informed and 3.3 percent of target audience stated that they were very informed. When asked if the target audience would like to know more about Pepsi's involvement in diversity, 27 percent remained neutral while 20 percent stated that they would like to know more.

We also strive to create positive attitudes toward Pepsi initiatives by 10 percent but to also increase public attitude of diversity importance by 15 percent. Not only did we notice that 35.9 percent were completely uninformed of Pepsi Co. efforts towards diversity, but 28.8 percent suggested that they somewhat cared about a brands stance on social issues. We would also like increase public attitude of diversity importance by 15 percent because based off secondary research. As of Fall 2017, there are 801 international students enrolled on campus. There are 192 students from China, 186 students from Saudi Arabia, 117 students from the United Kingdom and 39 students from Canada. Other countries listed were South Korea, Nigeria, Germany, Mexico and Vietnam.

We would also want to decrease the negative attitude that CMU does not do enough to promote diversity. According to our survey results, 46.4 percent of our target demographic stated that diversity within their community is very important. However, 36.6 percent of the demographic surveyed stated that they do not believe colleges do enough to promote diversity.

For this event, attendance and participation is important. We would like to get 200 students to visit each region/building. In order to achieve the objectives, students must visit the regions of their choice.

Output

- Contact University Events and Events and Conference Services to request access to the buildings.
- Send out mass email to participating professors.
- Contact multiple registered student organizations that focus on diversity issues.
- Send out press releases to all local media.
- Send out a robo-call through the central alert system.
- Create a Facebook event for Pepsi YOU Fest.
- Create snapchat filters for each region/building.
- Create a map for each building.
- Create passport booklets.
- Cut out mirror pieces for identity wall.

- Upload behind the scenes video to Pepsi Co. and CMU YouTube page.

To begin, we will first reach out to the University Events and the Events and Conference Services offices to request access to all of the buildings overnight. Once our request is confirmed we will reach out to professors that teach courses related to diversity including but not limited to: World History, Women and Gender Studies, Religion, Human Development and Family Studies. Professors can use this as an opportunity to offer their students extra credit.

As another output objective we would send out a press release to all local media. We would urge journalist to keep the event a secret. We would also make sure that the press release would be for immediate release on Oct. 1, 2018, the inaugural day of the event.

Also, for our output objectives, we would reach out to student organizations that focus on diversity issues. We would request their participation during the event to be Pepsi Tour Guides for different buildings. We would also request that the orgs keep the event a secret from their general members as well. On the first day of the event, we would send out a robo-call to all registered phone numbers on CMU listserv to urge students to be on campus.

In addition, we would begin by creating Snapchat filters for each region/building, a map of the campus buildings that would coincide with the world map and passport booklets for students to take as they visit each transformed building. Each of these items would be important factors to the experience of Pepsi YOU Fest.

In addition, we would begin to cut out mirror pieces to go along a wall in the University Center. The identity wall would allow students to write how they identify in the world on their individual mirror with an erasable marker.

Once the event is over, we will upload videos to both CMU and Pepsi Co. YouTube page. The videos will take students behind the scenes of the setup for each individual building. Video will also include interviews and short statements from faculty and participating RSO's on their experience working with Pepsi YOU Fest and how it would be beneficial for the campus. Interviews from students walking through the building will also be featured as well.

Programming

Theme – Pepsi You (Year Of Unity) Fest #TravelWithPepsi

Key Messages: Pepsi is dedicated to showing how important diversity is among college students and campuses and the difference it can make by being informed.

Controlled

- Maps
 - These will be posted around CMU's campus so students can see what buildings are decorated and they can visualize where they want to visit next.
- Passports
 - This will be a way for students to mark what stops and buildings they have visited during Pepsi YOU Fest.

- Website
 - The CMU website will have information on the event for those looking to find more information about what's going on during the fest.

Uncontrolled:


- Press releases
 - These will be sent out to CM Life and The Morning Sun to hopefully get news coverage of the event and redecoration of campus for the week.
- Photos
 - Photos taken of the buildings and how they were transformed will be utilized as well as students' photos from walking around campus and their experience with the event.

Social

- Snapchat
- Instagram
- Twitter
- Facebook
- YouTube

Action(s) or Special Event(s):

Pepsi Co. is calling on ALL of Central Michigan University to highlight the different cultures around the world. This event will aim to raise awareness about Pepsi Co.'s diversity initiatives and the students' knowledge of diversity



organizations on campus. Homecoming week is a great time for this event because of all of the media already following that week of events. The overnight transformation will be unexpected and very cool for students, visitors, and alumni alike to experience CMU from a different point of view.

This event will take place homecoming week of 2018, October 1-6, and the cultural exhibits will last the entire week. This event will transform the campus overnight. Without the knowledge of the students, teams of workers will enter select buildings at closing to transform the appearance of each building based on region. Located in the Bovee University Center, there will be a "Identity Wall". This wall will consist of pieces of mirrors where students can write with markers how they identify.

At the entrance of each building, students are encouraged to take a map and a passport booklet to get stamped by their Pepsi Culture Guide. Students are also encouraged to take pictures, post on social media using the hashtag #TravelWithPepsi and use the geo-filters as they enter each building. Each residential dining hall will serve food from different regions throughout the week. The art gallery will be utilized as well to display artwork from different regions.

The fest will end on Saturday, October 6, with the closing ceremony happening at the homecoming football game. This will be a great way to reach a lot of the CMU community and give a recap of the week's events and how it was perceived by the students and faculty. It will be a great way for participants to look back on how CMU was transformed and reflect on what they took from the event.

Buildings/Regions

North America– University Center

Europe – Library

Asia– Grawn

Middle East/Greater Arabia– Bioscience

South America– Pearce

Central America/Caribbean – Anspach

Africa– Education and Human Services

Australia – Student Activity Center

Dining Halls

Fresh Food Company

Merrill Residential

Real Food on Campus (RFoC)

Robinson Residential Restaurant

Appropriate Principles of Effective Communication

Source Credibility: Pepsi Co. has a long legacy of leading in diversity practices since the 1940s.

Message Salience: CMU needs to work on showcasing the importance of diversity within its community.

Audience Participation: Students visiting different building on campus. Using snapchat filters, event hashtags, filling out their Pepsi passport, and using #PepsiYOUFest and #TravelWithPepsi.

Two-Way Communication: Cultural RSOs on campus, faculty, CMU students.

Social Media
#PepsiYOUFest

Instagram: We will be sharing photos throughout the week, showcasing the transformation of the different buildings. We will also be posting pictures of students' reactions as they enter the different buildings. Photos of the food from different regions from each dining hall will be uploaded as well.

Twitter: Photos from the week will be shared on Twitter as well as utilizing the Twitter polls to see which buildings people have visited the most and which decor they like the most. Twitter will be used as a tool for students to share their favorite experience while using the hashtag, #TravelWithPepsi. It will also be the platform utilized to share any updates about the event that don't require photos.

Snapchat: Filters for each of the buildings being utilized will be created so students can share with their friends which location they are at on the map. This will be a great way to get exposure for all of the different spots for the students that do not visit certain buildings.

Facebook: An event will be published on Facebook to invite current students, faculty, alumni, and Mount Pleasant community members to join in on the weeklong festivities the first day of the event. Updates throughout the week and posts with photos from students will be shared on Facebook.

YouTube: We will be uploading videos to Pepsi Co. and CMU's YouTube page showing the behind the scenes footage of the building transformation. A highlight video will be made at the end of the week to showcase all of the decorations and


the transformation that CMU underwent during the weeklong celebration. Interviews with students will be used to get insights on how they felt about their campus being changed and what their favorite spots were.

Wow Factor

Our “wow effect” is going to come from our efforts to completely transform the buildings on campus into cultural landmarks overnight. The visual appeal of Pepsi YOU Fest will be unignorable. The fest will additionally be unignorable and unavoidable through incorporating academic buildings and buildings throughout campus that students already frequent. It’s going to be a huge surprise to everyone the next day and CMU students will be attracted to it because it will be happening in the buildings that they have to go to for class and when they are walking through campus. Media will be attracted to the event because of how transformed the campus will be, its visual appeal and because we are going to use various social media platforms to spread the word. Through all these factors, the event will gain a lot of traction in social media and interpersonal interactions and be worthy of media attention.

Evaluation

To evaluate the success of our input and output objectives, multiple measures must be utilized. The first informational objective, to increase CMU students’ knowledge of diversity organizations on campus by 10 percent, will require pre and post test surveys. The second informational objective, to enhance




awareness of Pepsi diversity initiatives by 10 percent, will also require pre and post test surveys. Our first survey addressed both of these issues, so conducting a post test survey would gather the data necessary to evaluate the effectiveness of these two objectives.


Attitudinal objectives of: creating positive attitudes toward Pepsi diversity initiatives by 10 percent, increasing public attitude of diversity's importance by 15 percent, and decreasing the negative attitude that CMU does not do enough to promote diversity by 25 percent, can all be evaluated by pre and post test surveys.

However, it is important to note that conducting pre and post test surveys is not the only possible evaluation tactic for these informational and attitudinal objectives. Focus groups and in-depth interviews can also yield data relevant to measuring the effectiveness of all informational and attitudinal objectives noted above. While focus groups and in-depth interviews can give additional quantitative data, they also can produce qualitative data. By utilizing these additional measures, people's knowledge and opinions can be analyzed further.

The behavioral objective, of securing 200 student visitors at each region, will be evaluated by tracking attendance. To track this most effectively, measuring how many passport booklets are distributed will provide the most precise number. This will decrease confusion and inaccuracy when tracking attendance, by excluding regular passer-bys of the library and other participating locations and only counting those actually engaging with the event.



For output objectives, we will simply have to ensure that all the tasks are crossed off the list by the beginning of the event. First and foremost, University Events will have to be contacted to get permission to transform all the participating buildings on campus. Without this, the whole event could not continue. Next, our output objectives will require someone sending mass emails to participating professors, in addition to sending out a robo-call to all students, faculty, and staff with numbers registered through CMU. Creating a Facebook event for Pepsi YOU Fest will need to be crossed off the list and will provide an additional attendance tracking tool. A Snapchat filter will have to be created for each region and corresponding location, or building. Maps for each region/building will assist ease of exploration and must be created before the event in order to distribute them throughout. Passport booklets will allow attendees to track each region they visited and need to be crossed off the list prior to the event. They will also be crucial during the evaluation process with tracking attendance. Sending out press releases to local media will need to happen prior to the event, ideally a month or so before to give journalists plenty of time to schedule in time to cover the event. This amount of time will give news organizations time for excitement about the event to build as well, as opposed to unloading information on them days before when they are too busy and the event is too close for much anticipation. The same holds true for contacting student organizations that emphasize diversity's importance. Contacting these people who maintain busy lives in advance will increase their likelihood of availability to ascertain their involvement. Lastly, cutting out mirror pieces for the




identity wall will also have to be crossed off the list and set up before unveiling the event. Making sure everything is ready beforehand will reduce scrambling around the day of and lessen stress. Following the event, a Youtube video with highlight reels of the planning and set up will be uploaded to increase excitement of the event for following years, a way for participators to look back on the event, and encourage student involvement in the event for years to come. The highlight video could even be shown at orientation to excite newcomers, establish more pride in CMU, and further encourage attendance.

Conclusion

To conclude, Pepsi will host Pepsi YOU (Year of Unity) Fest to encourage and raise awareness of diversity. The event will involve college students in diversity through incorporating various cultures and landmarks around the world on their own campus. This will decrease negative attitudes toward CMU's involvement in diversity while also increasing students' knowledge of RSO's and other measures available on campus for student involvement. Through this, Pepsi will play their part in creating a more informed and involved student body, which the impact of can extend far beyond CMU and even Michigan.

These goals of the event were researched by conducting a survey that focused primarily on CMU students, but included the general public, measuring their knowledge of diversity, attitudes toward it, and behaviors involving it. Our findings showed a broad range of diversity's importance among participants,




showing us that emphasizing the importance of diversity, while also providing ways for participants to get involved themselves with issues surrounding it, was a crucial element to include in the campaign.

Based off this information and goals stemming from it, objectives were formed. The objectives seek to increase public attitude of diversity's importance, create more positive attitudes toward CMU and its effort toward diversity, and increase public knowledge of Pepsi's involvement in diversity.

To accomplish this, Pepsi will host Pepsi YOU (Year of Unity) Fest on CMU's campus during the week of homecoming. It will completely transform eight buildings and four cafeterias on campus to cater to certain regions and their cultures, including food and drink specific to that area. The event will be spread throughout the week of homecoming with the hope that both current students, faculty, and staff can be involved, as well as alumni and even community members. With such a big event, plenty of time needs to be allowed to explore everything it has to offer and get the full interactive experience at each location.

By involving social media, local news organizations, RSO's focused on diversity, and professors, the reach of the event will be magnified and its overall success solidified. Through transforming the campus that all students spend their time during the week, it will be hard to avoid and pique interest and engagement.

The success of the event and its mission will be measured through pre and post test surveys, as well as focus groups and in-depth interviews. Tracking



attendance relating to the behavioral objective, will be accomplished through measuring how many passport booklets are distributed.

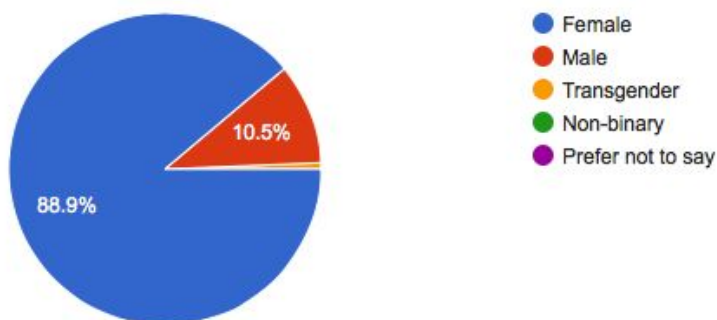
Overall, Pepsi, through hosting the Pepsi YOU Fest at Central Michigan University, seeks to promote diversity, encourage involvement toward it, and increase public awareness about its importance.

Appendix Survey Research Graphics

Demographics

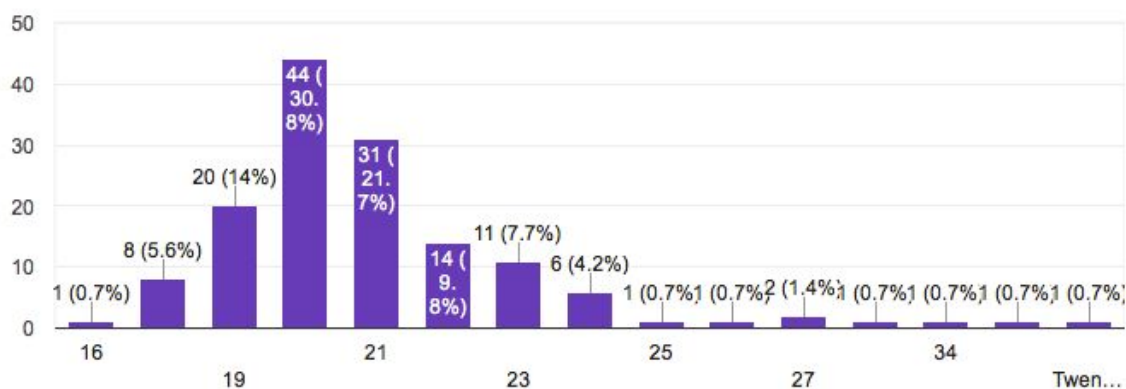
What is your gender?

153 responses



What is your age?

143 responses

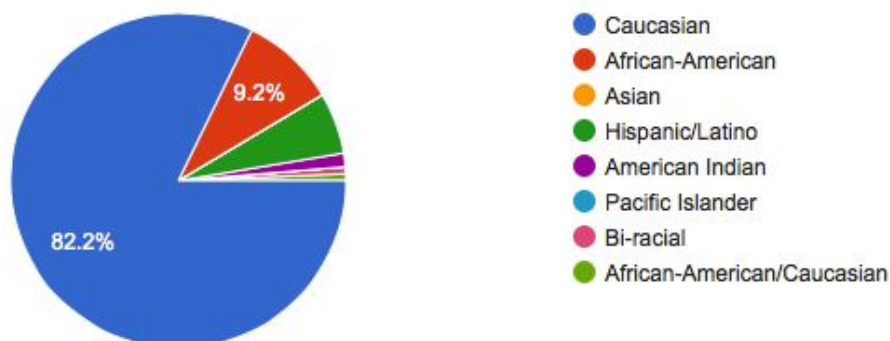


Appendix Survey Research Graphics

Demographics

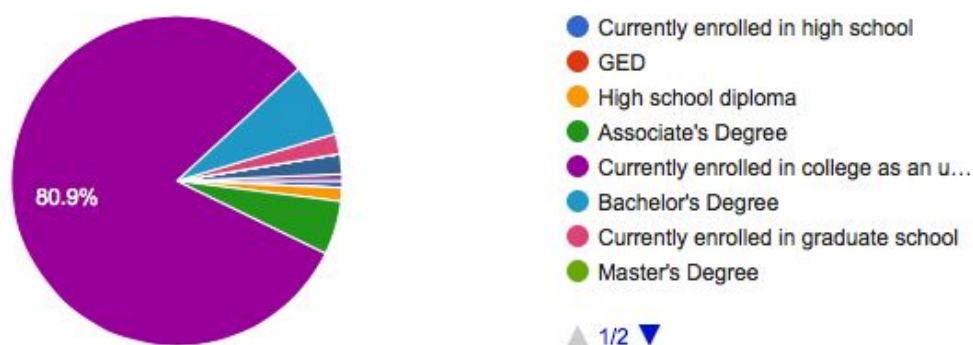
What is your ethnicity?

152 responses



Which of the following describes your level of education?

152 responses

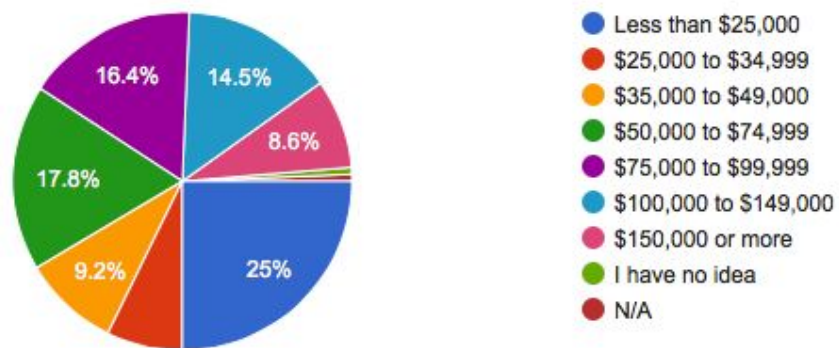


Appendix Survey Research Graphics

Demographics

Which of the following best describes your household income?

152 responses

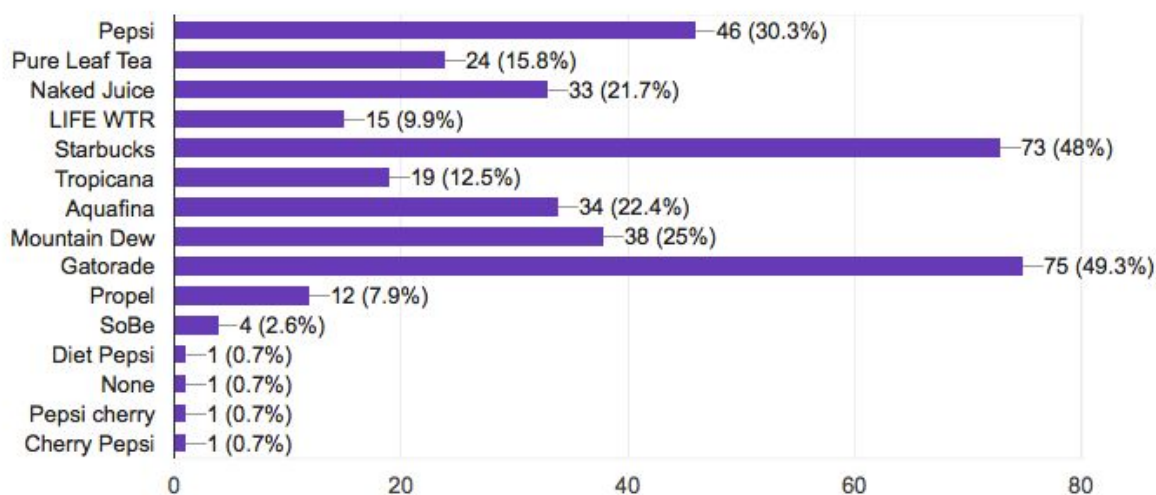


Appendix Survey Research Graphics

Which Pepsi products do you consume most often? Try to limit your response to 3 products or fewer.



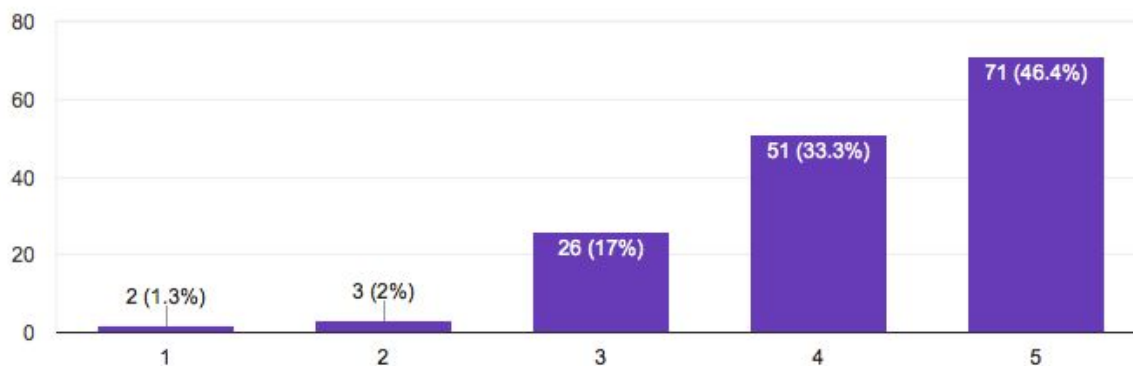
152 responses



How important is diversity to you within your community?

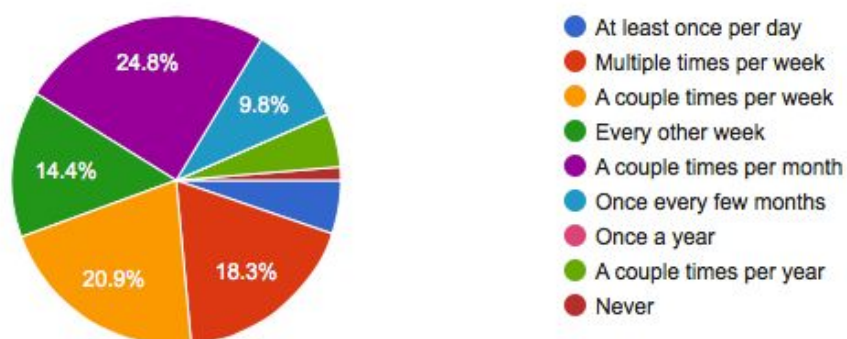


153 responses



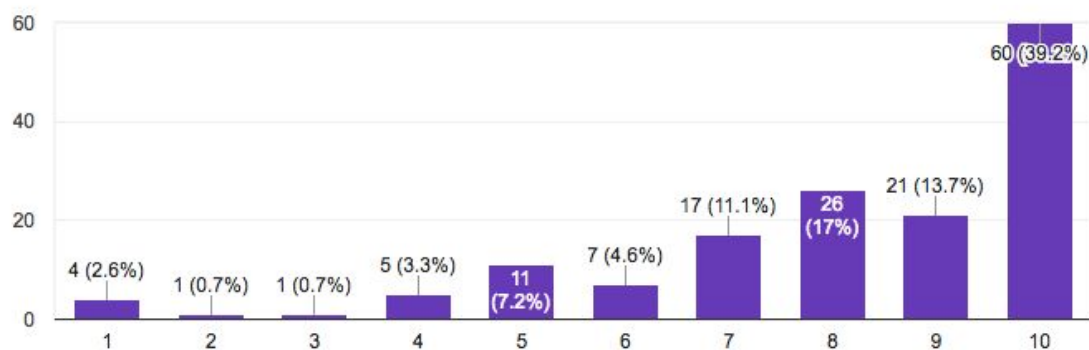
Referencing the list above, how frequently do you consume Pepsi products?

153 responses



Rank how important diversity is to you.

153 responses



Appendix Twitter Posts



Central Michigan U. ✓
@CMUniversity

Follow



Get your passports ready! #TravelWithPepsi

5:43 PM - 22 Apr 2018

26 Retweets 78 Likes



54 26 78

Fake Tweet created @ tweeterino.com



PepsiCo ✓
@PepsiCo

Follow



Today, we are excited to announce a partnership with @CMUniversity in hosting #PepsiYOU fest. Students, faculty, and staff -- get ready to experience the wonders of the world! #TravelWithPepsi

5:47 PM - 22 Apr 2018

344 Retweets 939 Likes



389 344 939

Fake Tweet created @ tweeterino.com

**Central Michigan U.**

@CMUniversity

Follow

CMU is transformed! Start exploring

North America – University Center

Europe – Library

Asia– Grawn

Middle East/Greater Arabia– Bioscience

South America– Pearce

Central America/Caribbean – Anspach

Africa– Education & Human Services

Australia – Student Activity Center

5:52 PM - 22 Apr 2018

46 Retweets **129** Likes

50

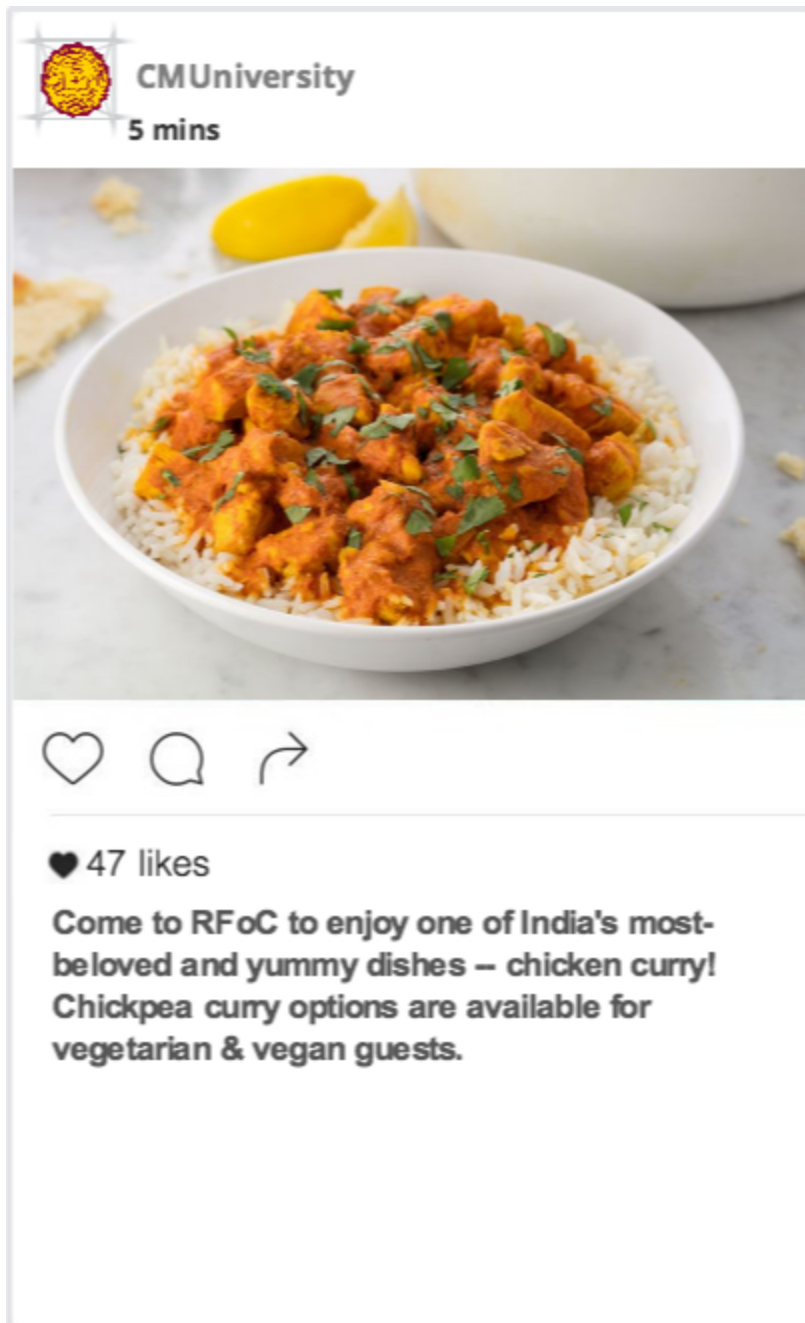
46

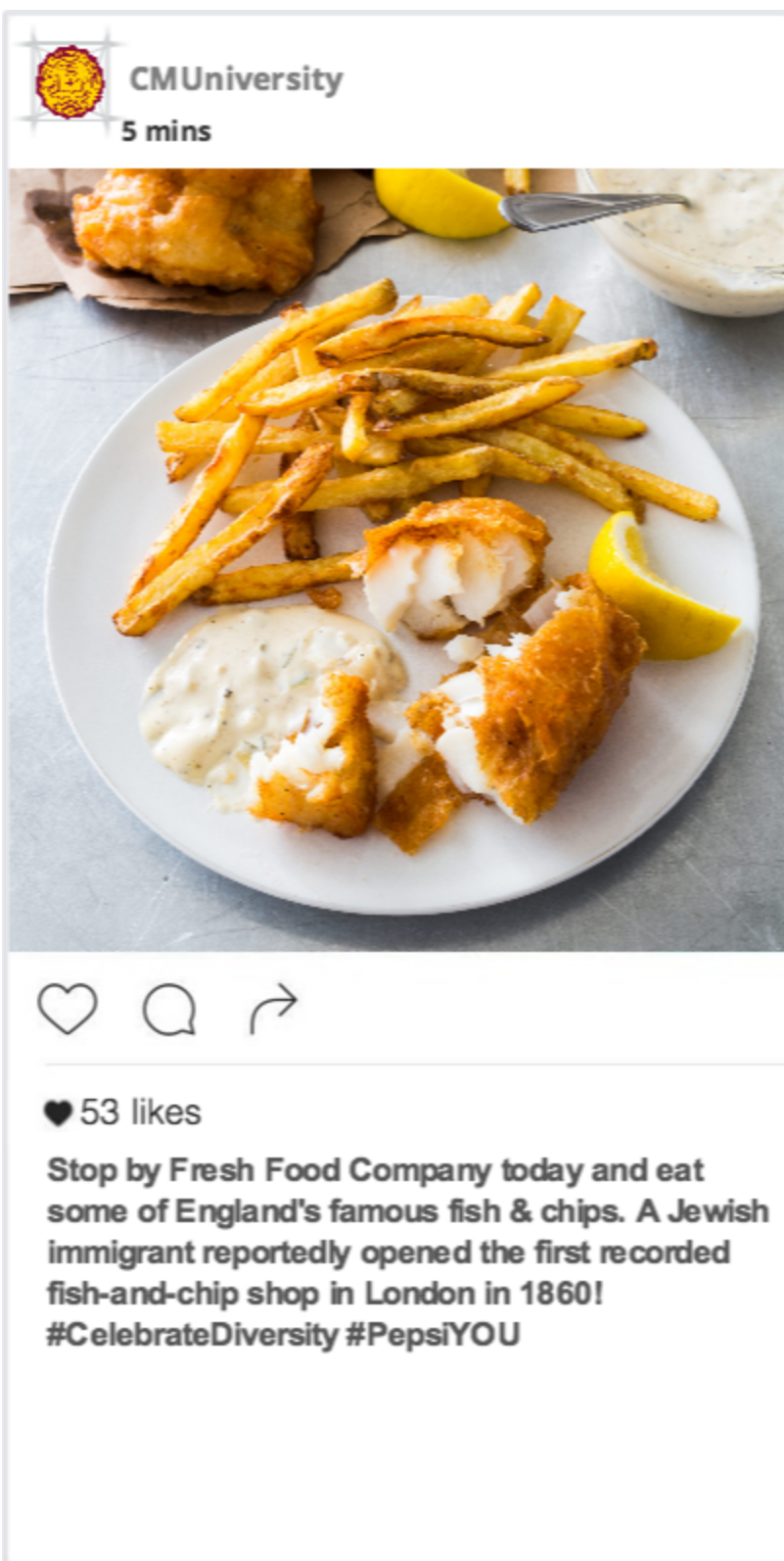
129



Fake Tweet created @ tweeterino.com

Appendix Instagram Posts







CMUniversity

11 mins



♥ 79 likes

Robinson Residential Restaurant is now serving tim tam pavlova – a delicious dessert featuring two of Australia's most savory and sweet treats. Come indulge and #TravelWithPepsi.

Appendix Sample Email to Professors

To

EV

Erzikova, Elina Viktorovna

X

Bcc

Cc

PepsiYOU Fest

Good afternoon!

As you may have noticed from the re-decorated buildings on campus, CMU has partnered with Pepsi Co. in their efforts to celebrate diversity. Several of the buildings on Central's main campus have been transformed to represent various regions of the world and well-known landmarks from these regions. We are reaching out to you and many other professors on campus because of the prominent status you hold and the influence you have over the students who attend this school. PepsiCo wants as many students as possible to experience this event and enrich themselves in the cultures represented. We hope to educate students about each region and give them a glimpse of why every corner of the world deserves to be celebrated. If you are willing, we ask that you offer extra credit assignments for those who come to the events and participate in the activities. If you have any questions about the PepsiYOU Fest, please don't hesitate to reach out to us.

Thank you for your time and support,

PepsiCo.
Phone : 914-253-3150
Website : pepsico.com

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Appendix Media Advisory



Media Advisory

September 10th, 2018

Contact: Submarine 5
Office: 1(800) 433-2652
Cell: (989) 774-4000
Email: submarine5@pepsi.com

FOR IMMEDIATE RELEASE

CMU Pepsi YOU Fest Diversity Event

What: A weeklong diversity event to help showcase the diverse culture that CMU has.

When: Homecoming week 2018 October 1st – 6th

Event Schedule: 8 a.m. Monday October 1st big campus transformation reveal

Saturday October 6th closing ceremony for the week's events at the football game

Where: North America– University Center, Europe – Library, Asia– Grawn, Middle

East/Greater Arabia– Bioscience, South America– Pearce, Central America/Caribbean –

Anspach, Africa– Education and Human Services, Australia – Student Activity Center

Who: All CMU students, faculty, alumni, and welcome to any visitors

Why: To let CMU students learn the importance of celebrating diversity within their community

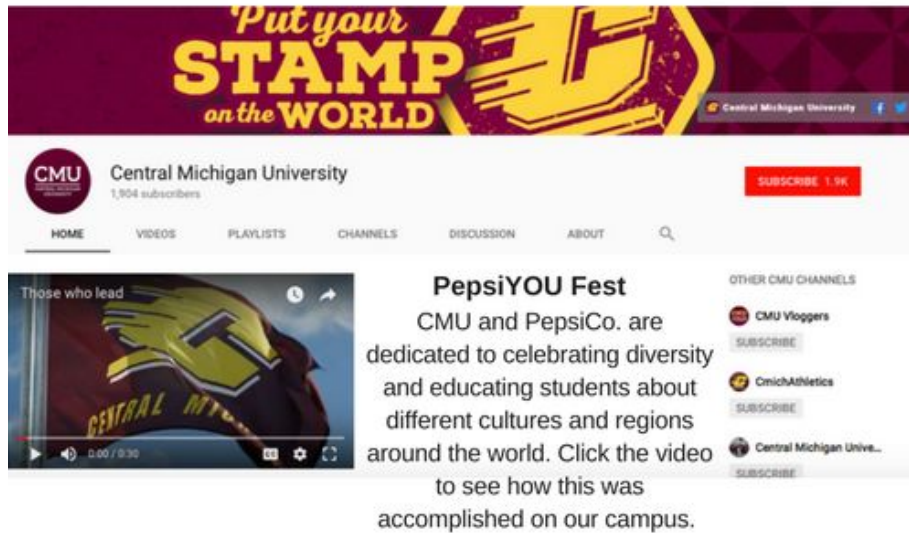
Important Information: This event will be a surprise overnight transformation so please hold off any reports or stories until the morning of October 1st.

For more information, visit www.pepsico.com or email submarine5@pepsi.com

Appendix Facebook Event



Appendix Youtube



The screenshot shows the YouTube channel page for Central Michigan University. At the top is a banner with the text "Put your STAMP on the WORLD" and a large yellow "H" logo. Below the banner is the channel name "Central Michigan University" with 1,904 subscribers and a red "SUBSCRIBE 1.9K" button. The navigation menu includes HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, and ABOUT. The main video player shows a video titled "Those who lead" with a thumbnail of a person in a yellow and black costume. To the right of the video player is the video title "PepsiYOU Fest" and a description: "CMU and PepsiCo. are dedicated to celebrating diversity and educating students about different cultures and regions around the world. Click the video to see how this was accomplished on our campus." Below the description is a section titled "OTHER CMU CHANNELS" with links to "CMU Vloggers", "CmichAthletics", and "Central Michigan Unive..." each with a "SUBSCRIBE" button.

Put your STAMP on the WORLD

Central Michigan University
1,904 subscribers

SUBSCRIBE 1.9K

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Those who lead

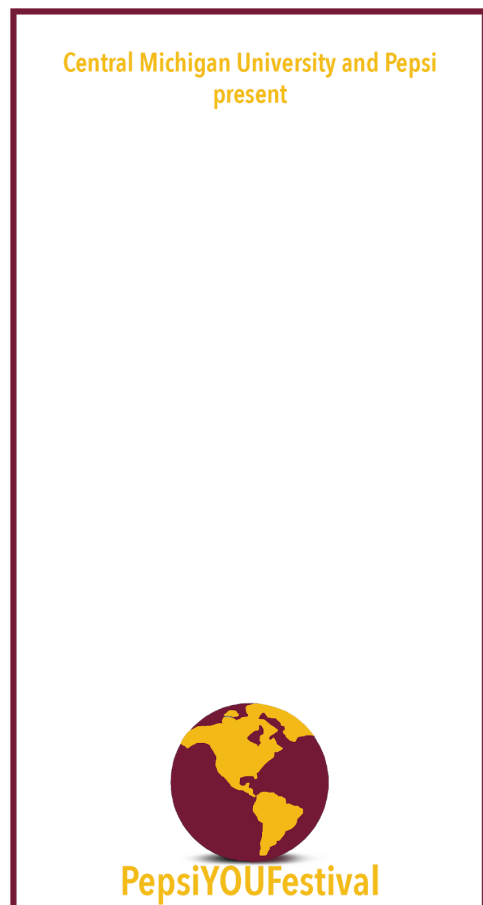
PepsiYOU Fest

CMU and PepsiCo. are dedicated to celebrating diversity and educating students about different cultures and regions around the world. Click the video to see how this was accomplished on our campus.

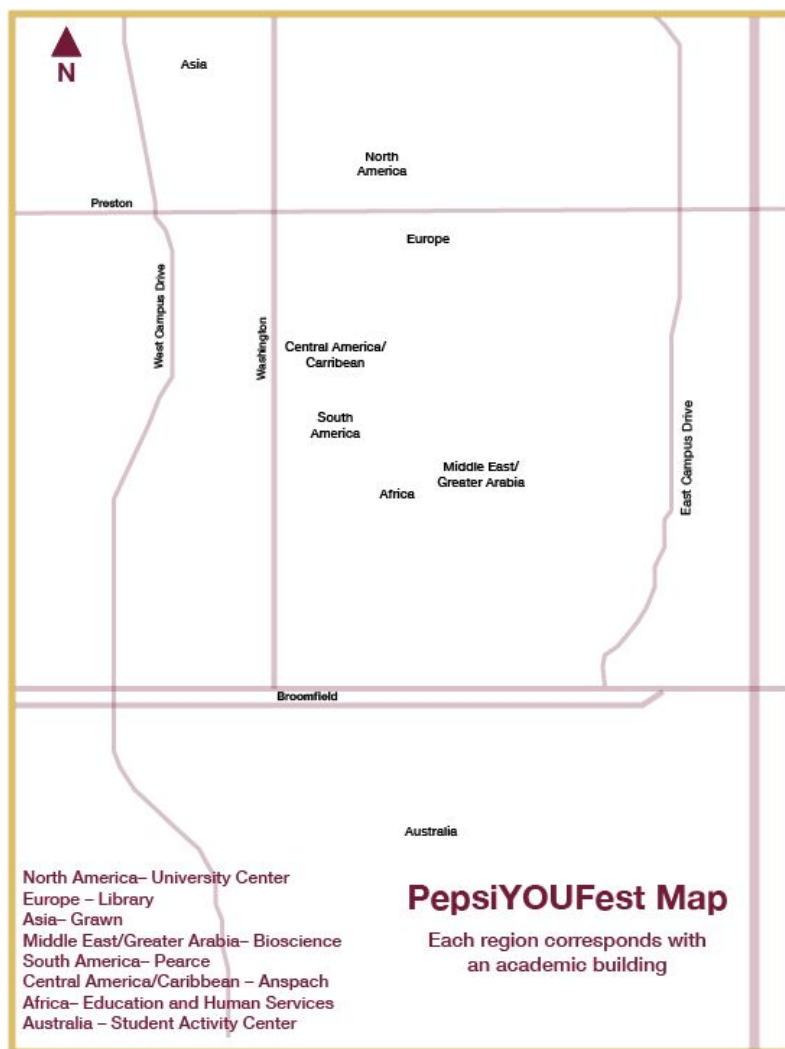
OTHER CMU CHANNELS

- CMU Vloggers
SUBSCRIBE
- CmichAthletics
SUBSCRIBE
- Central Michigan Unive...
SUBSCRIBE

Appendix Snapchat Filter



Appendix Map



Appendix Passport



Appendix References

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