

# YIELD GIVES PEPSI ACCESS

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## MARKETING

CAN BE HARD

## HARVESTING

NEW CUSTOMERS

IS HARDER



MAKES IT EASIER

## THE PARTNER

Proximity marketing have built a global digital, direct and CRM network. A network with 67 offices, in 50+ countries and over 2,500 staff. A network with all the tools and processes you need to get closer to your consumers.

Proximity, makes brands more valuable to people. By digging deep into data to find powerful insights that will lead to creative ideas. Ideas, content and experiences that are so powerful and magical that they change the way consumers think, feel and act about a brand. Ideas that bring brands closer to their consumers and make brands more valuable to people.

## MCC robust backend platform for Pepsi's largest PIN loyalty program – involving over 300 million Pepsi product

The Pepsi Access Program is one of the most comprehensive online loyalty program of its kind in Canada. In order to support this program Pepsi and Proximity, Pepsi's marketing agency, required cutting edge backend technology. YIELDS' Marketing Control Center (MCC) – the market leader in online community building and loyalty programs – was the clear choice on which to run the campaign. The Pepsi Access program utilized numerous capabilities of the MCC truly exemplifying its holistic campaign support feature. The MCC supported online and mobile PIN entry, point accumulation and redemption, full web site content management, online contesting, online auction, online couponing, e-mail and SMS alerts, and full reporting for the Pepsi Access program – all through the MCC platform.

## THE SOLUTION

Proximity needed a market leader with cutting-edge technology to support the Pepsi Access Program. YIELD-MCC was the only provider capable of satisfying the full requirements of the program and became the solution for Proximity.

The Pepsi Access program, because of its tremendous size, required software capable of supporting a multifaceted, tracked campaign. Using the proprietary MCC platform, YIELD was able to support an interactive online community site of Pepsi users and was critical to the successful implementation of the Pepsi access program. A true online 'community' was built by YIELD-MCC for this project, "The Pepsi Access Community."

MCC functionality allowed users to create a profile and register as Pepsi Access members. The MCC maintained this member database to be used for e-newsletters and other strategic contacts with users to support Proximity and Pepsi in creating the ultimate one-to-one relationship with Pepsi Access Members. The software was also able to provide Proximity with very detailed tracking details about all participants allowing further targeting and customization of the campaign

The MCC's database features also facilitated registration and storage of points from Pepsi products within the MCC. Subsequently because of the MCC's dual front and back-end capabilities users were able to utilize their securely verified points from Pepsi products to purchase products from a catalog maintained on the MCC. Additionally, the auction capabilities of the MCC allowed premier products to be auctioned off raising brand equity among site users.

The Pepsi Access Program was a cutting-edge, targeted marketing campaign, which the MCC supported with cutting edge technology.



[www.yieldtechnology.com](http://www.yieldtechnology.com)

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**THE DELIVERABLE**

- ⇒ Backend marketing tactics and web CMS to support www.pepsiaccess.ca
- ⇒ Testing and Evaluation of the online contest registration, links, jump pages, and back-end functionality.
- ⇒ Reports and tracking delivered via the MCC throughout the campaign.

**THE CHALLENGE**

- ⇒ Create a customer reward and loyalty program that will build a community of Pepsi customers and promote brand loyalty
- ⇒ Provide Proximity with the ability to control site content and actions through a dashboard
- ⇒ Track and report all campaign activity in real-time
- ⇒ Integrate media and music download capability for full user experience

**MCC APPLICATION**

- ⇒ Web Content Management System
- ⇒ Contest
- ⇒ Mail
- ⇒ Survey
- ⇒ Loyalty Program
- ⇒ PIN Entry / Redemption for Points
- ⇒ Newsletter

“ The YIELD-MCC Marketing Platform helped us launch the largest consumer loyalty program for Pepsi 98% faster than we had originally estimated. We were amazed! ”

Andrew Bailey  
 President & CEO  
 Proximity Canada



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