



*my*PepsiCo

**MyPepsiCo.com Video Library:
Engaging Employees, Creating Collaboration**

What are We Talking About Today?

- **MyPepsiCo.com home page**
 - Metrics
 - Features (including Multimedia Spotlight)
- **MyPepsiCo.com Video Library**
 - Metrics
 - Features
- **MyPepsiCo.com Photo Gallery**
 - Metrics
 - Features
- **MyPepsiCo.com Commenting**
 - Metrics
 - User experience

The myPepsiCo logo, featuring the word "my" in a red, cursive script font, followed by "PepsiCo" in a blue, sans-serif font.

About PepsiCo

- The **world's largest portfolio of billion-dollar food and beverage brands**, including 19 different product lines that generate more than \$1 billion in annual retail sales each.
- Main businesses include:
 - **Quaker**
 - **Tropicana**
 - **Gatorade**
 - **Frito-Lay**
 - **Pepsi-Cola**
- Also makes hundreds of other enjoyable foods and beverages that are **respected household names throughout the world**.
- **Employs 380,000 employees** and markets in over **200 countries**.



MyPepsiCo.com Home Page: The Facts

About

- 2.0 launch: December 2009
- 3.0 launch: December 2010
- Password protected, but available outside firewall
- Approximately 145,000 global employees have access

Metrics

(as of October 8, 2011)

- **Home page** views since 2010: 49,000,000
- Increase in 2010 vs. 2011 views: 14%
- **Overall portal page** views since 2010: 81,000,000
- Increase in 2010 vs. 2011 views: 18%

MyPepsiCo.com Home Page: Where We've Been



Original home page

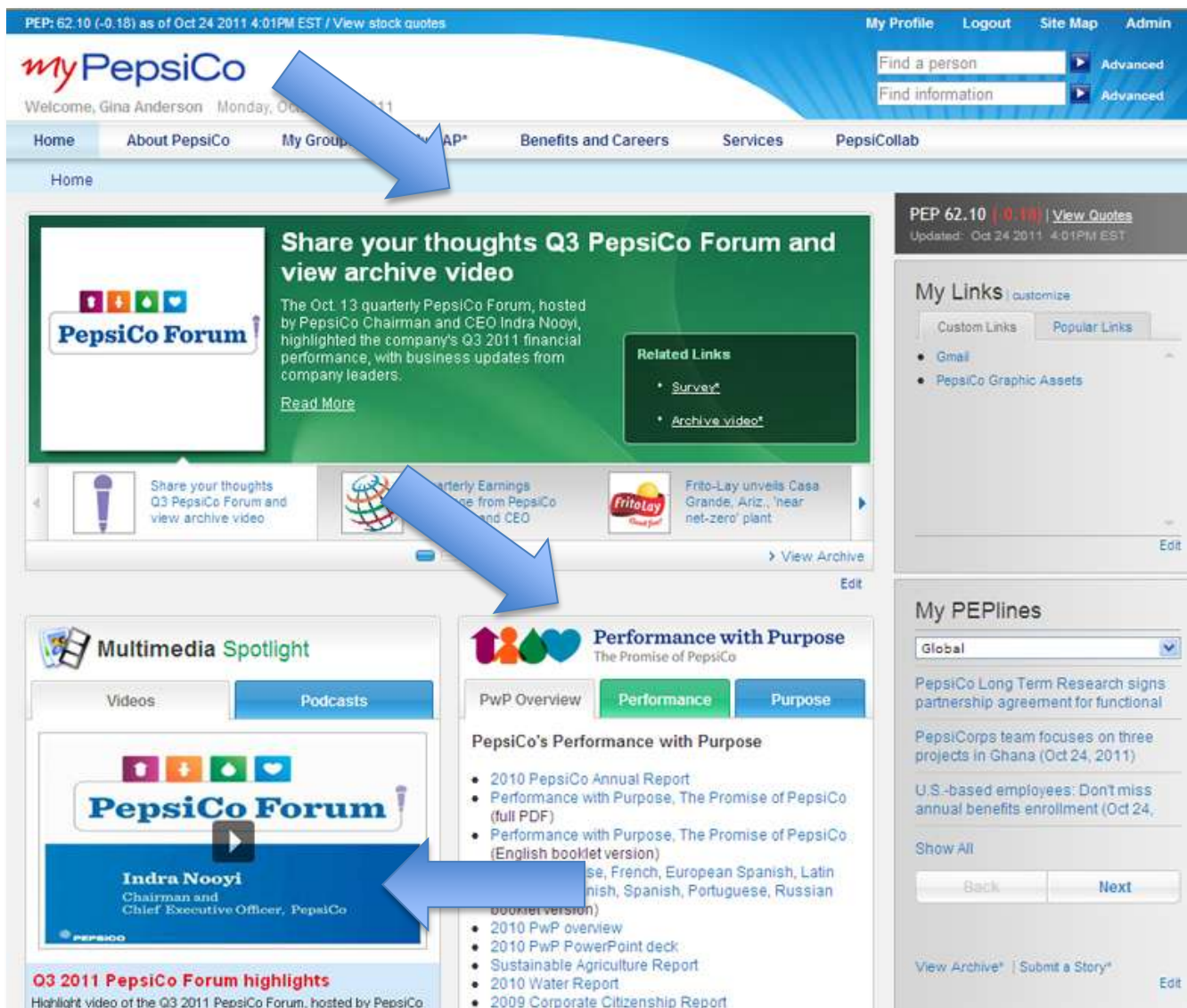
From this ...



December 2009 launch

To this ...

MyPepsiCo.com Home Page: Where We Are Today



PEP: 62.10 (-0.18) as of Oct 24 2011 4:01PM EST / View stock quotes

myPepsiCo

Welcome, Gina Anderson Monday, Oct 24 2011 4:01PM EST

Home About PepsiCo My Group AP* Benefits and Careers Services PepsiCollab

Home

Share your thoughts Q3 PepsiCo Forum and view archive video

The Oct. 13 quarterly PepsiCo Forum, hosted by PepsiCo Chairman and CEO Indra Nooyi, highlighted the company's Q3 2011 financial performance, with business updates from company leaders.

Read More

Related Links

- Survey*
- Archive video*

Share your thoughts Q3 PepsiCo Forum and view archive video

Quarterly Earnings Release from PepsiCo and CEO

Frito-Lay unveils Cesa Grande, Ariz., 'near net-zero' plant

View Archive

Edit

Multimedia Spotlight

Videos Podcasts

PepsiCo Forum

Indra Nooyi
Chairman and Chief Executive Officer, PepsiCo

Q3 2011 PepsiCo Forum highlights

Highlight video of the Q3 2011 PepsiCo Forum, hosted by PepsiCo

Performance with Purpose
The Promise of PepsiCo

PwP Overview Performance Purpose

PepsiCo's Performance with Purpose

- 2010 PepsiCo Annual Report
- Performance with Purpose, The Promise of PepsiCo (full PDF)
- Performance with Purpose, The Promise of PepsiCo (English booklet version)
- Performance with Purpose, The Promise of PepsiCo (Spanish, French, European Spanish, Latin American Spanish, Portuguese, Russian booklet version)
- 2010 PwP overview
- 2010 PwP PowerPoint deck
- Sustainable Agriculture Report
- 2010 Water Report
- 2009 Corporate Citizenship Report

Q3 2011 PepsiCo Forum highlights

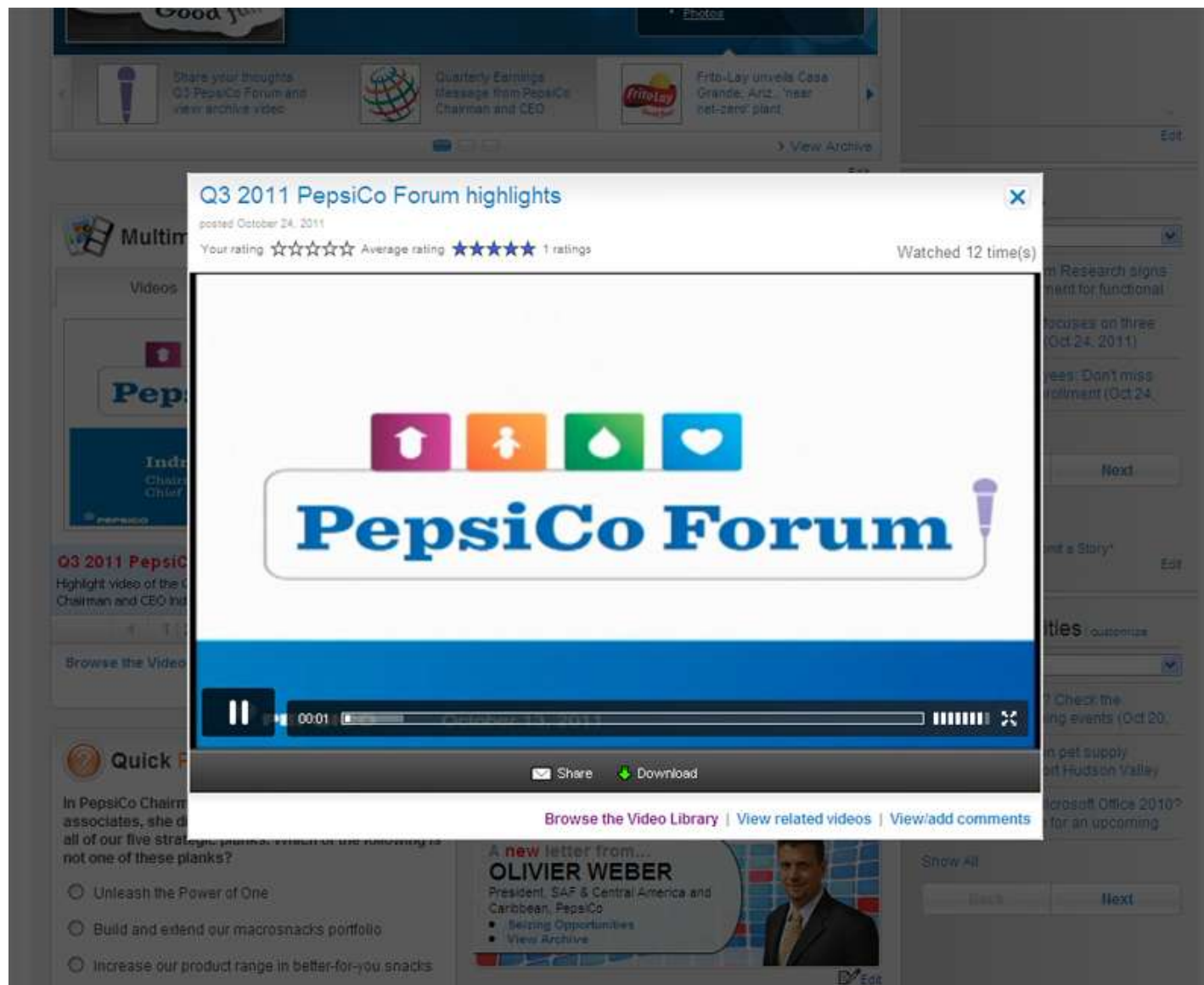
Highlight video of the Q3 2011 PepsiCo Forum, hosted by PepsiCo

TOP OF FOLD

December 2010
launch

To this ...

MULTIMEDIA SPOTLIGHT



The screenshot displays a video player interface for a presentation titled "Q3 2011 PepsiCo Forum highlights". The video player is overlaid on a background that appears to be a corporate website or a social media page. The video player itself has a white title bar with the text "Q3 2011 PepsiCo Forum highlights" and a close button (X). Below the title bar, it shows the posting date "posted October 24, 2011", a rating system with "Your rating" and "Average rating" (both showing five stars), and a "Watched 12 time(s)" indicator. The video content area shows a slide with the PepsiCo logo (a globe icon) and the text "PepsiCo Forum" in a large, bold, blue font. Below the video content, there is a progress bar with a play/pause button, a time display of "00:01", and a volume control icon. At the bottom of the video player, there are links for "Share" and "Download". The background of the screenshot shows a website with various sections, including "Multimedia", "Videos", "PepsiCo", "Q3 2011 PepsiCo Forum highlights", "Browse the Video Library", "Quick Facts", and "A new letter from... OLIVIER WEBER".

MyPepsiCo.com Home Page: Where We Are Today



Video Library
Browse the Video Library | Submit a Video | Edit

Quick Poll
In PepsiCo Chairman and CEO Indra Nooyi's Q3 letter to associates, she discussed the company's progress on all of our five strategic plans. Which of the following is not one of these plans?
[Learn More](#)

Unleash the Power of One	4% (1 votes)
Build and extend our macrosnacks portfolio	50% (12 votes)
Correct Answer Increase our product range in better-for-you snacks	29% (7 votes)
Grow our nutrition business	18% (4 votes)
Total 100% (24 Votes)	



[Edit](#)

At PepsiCo, Performance with Purpose (PwP) means delivering sustainable growth by investing in a healthier future for people and our planet. Learn more about PwP, including the three focus areas of the PwP agenda: Human Sustainability, Environmental Sustainability and Talent Sustainability.
[Read More](#) | [Edit](#)

A new letter from... OLIVIER WEBER
President, SAF & Central America and Caribbean, PepsiCo
• Seizing Opportunities
• View Archive

Photo Gallery
View and upload photos. | [Edit](#)

Speeches
Access and read newly posted speeches given by PepsiCo's leaders. | [Edit](#)

Follow PepsiCo on:      

Page Owner: corpcomm@pepsico.com | Email: corpcomm@pepsico.com | Last Updated: 10/24/2011

BOTTOM OF FOLD

MyPepsiCo.com Video Library: The Facts

About

- Original launch: June 2009
- 2.0 launch: December 2010
- Accessible via MyPepsiCo.com only
- Associates submit videos, then reviewed/approved before going live
- Home page includes:
 - Featured videos
 - Recently uploaded videos
 - Most watched videos
 - Tag cloud
- Allows associates to:
 - Search and download videos
 - Rate, comment on, share video
 - View related videos

Metrics

(as of October 8, 2011)

- Video Library streams (YTD): 156,400
- Video Library streams total: 301,100
- Videos published total: 1,100

Original Launch: June 2009



00:31 01:18

E-mail this video to a coworker

Or copy and paste url: <https://stepfile.mypepsi.com/reports/site/nype>

PepsiCo Inauguration

A look at Pepsi's robust marketing efforts during the 2009 U.S. Presidential Inauguration.

Rate this video: ☆☆☆☆

Average rating: ☆☆☆☆☆ 0 ratings

Consider using headphones to maximize your listening experience.

PepsiCo Videos



Wake Forest



PepsiCo Next



PepsiCo Next Takeaways



PepsiCo Inauguration



Inspire

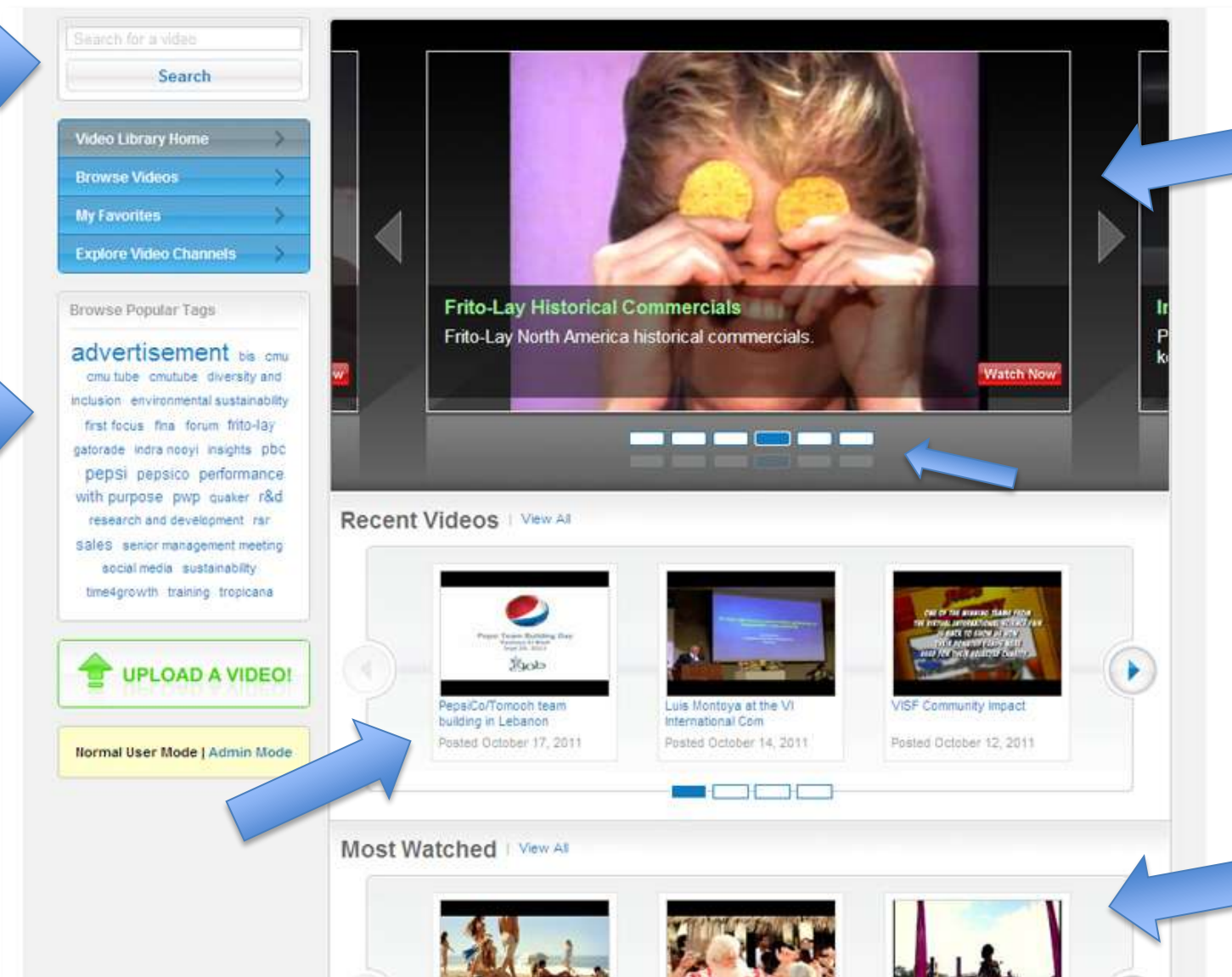
Select a Category

PepsiCo

PepsiCo America's Foods

PepsiCo Advertisements

HOME PAGE 2.0 Launch: December 2010



The screenshot displays the HOME PAGE 2.0 interface, featuring a search bar at the top left, a video player in the center, and sections for Recent Videos and Most Watched. Navigation arrows point to various elements: a blue arrow points to the search bar; a blue arrow points to the 'Browse Popular Tags' section; a blue arrow points to the 'Upload a Video!' button; a blue arrow points to the 'Recent Videos' section; and a blue arrow points to the 'Most Watched' section.

Search Bar: Search for a video
Search

Video Library Home:
Browse Videos
My Favorites
Explore Video Channels

Browse Popular Tags:
advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsi performance
with purpose pwp quaker r&d
research and development rar
sales senior management meeting
social media sustainability
time4growth training tropicana

Upload a Video!

Normal User Mode | Admin Mode

Video Player: Frito-Lay Historical Commercials
Frito-Lay North America historical commercials.
Watch Now

Recent Videos | View All

- PepsiCo/Tomcoch team building in Lebanon
Posted October 17, 2011
- Luis Montoya at the VI International Com
Posted October 14, 2011
- ViSF Community Impact
Posted October 12, 2011


Most Watched | View All

BROWSE VIDEOS

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu cmu tube cmutube diversity and inclusion environmental sustainability first focus fina forum frito-lay gatorade health indra nooyi insights pbc pepsi pepsico performance with purpose pwp quaker r&d research and development rsr sales senior management meeting sustainability time4growth training tropicana














[UPLOAD A VIDEO!](#)

[Normal User Mode](#) | [Admin Mode](#)

Browse Videos

Sort By: Most Recent

showing 901-912 of 1079

 <p>Sun Chips "Our Small Step"</p> <p>Posted January 4, 2010</p>	 <p>Pepsi "Throwback NFL"</p> <p>Posted January 4, 2010</p>	 <p>Gatorade G2 "Floats like a butterfly"</p> <p>Posted December 22, 2009</p>	 <p>PAF - Adversity</p> <p>Posted December 22, 2009</p>
 <p>PAF - Responsibility</p> <p>Posted December 22, 2009</p>	 <p>Sabritas "Challenge"</p> <p>Posted December 22, 2009</p>	 <p>Gamesa-Quaker Never Miss a Beat</p> <p>Posted December 22, 2009</p>	 <p>DEWmocracy Media Event</p> <p>Posted December 21, 2009</p>
 <p>PAF Year-End Video (French)</p> <p>Posted December 17, 2009</p>	 <p>Tropicana Pure Valencia</p> <p>Posted December 17, 2009</p>	 <p>Gatorade "Native American Dance"</p> <p>Posted December 17, 2009</p>	 <p>PAF Year-End Video (Spanish)</p> <p>Posted December 17, 2009</p>


[Previous](#)
71 72 73 74 75 76 77 78 79 80
[Next](#)

BROWSE VIDEOS

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus flna forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsi performance
with purpose pwp quaker r&d
research and development rsr
sales senior management meeting
social media sustainability
time4growth training tropicana


[UPLOAD A VIDEO!](#)


[Normal User Mode](#) | [Admin Mode](#)

Browse Videos

Your search for "advertisement" produced 227 result(s)


Sort By:

showing 1-12 of 227




posted July 5, 2011
Uncle Teddy Ad: Pepsi
The Uncle Teddy television advertisement debuted on July 3, 2011 as part of the "Summer Time Is Pepsi Time!" multimedia campaign.

★★★★☆ (9 ratings) | Watched 363 time(s)




posted July 1, 2011
Diet Mountain Dew "Chores" Ad
New Diet Mountain Dew Ad featuring the tagline "Diet Tastes Better on the Mountain" and showing two Gen-Xers who battle for the last Diet Mountain Dew by racing to see who can mow their lawn the fastest.

★★★★☆ (14 ratings) | Watched 896 time(s)




posted June 27, 2011
E-Pura Mexico
E-Pura, the Mexican water brand with zero sodium, obtains an endorsement from the Mexican Cardiology Association.

★★★★☆ (1 ratings) | Watched 149 time(s)




posted June 24, 2011
Lay's Flavour World Cup Pakistan
Clutter Breaking Lay's Flavor Cup Initiative that leverages PepsiCo Official Sponsorship of Cricket World Cup (Biggest Sports Event in South Asia).

★★★★☆ (3 ratings) | Watched 64 time(s)



posted June 7, 2011
Gatorade Mexico - 'G Evolution'
A 60-second ad showing the G Evolution, introducing the G new identity.

★★★★☆ (3 ratings) | Watched 254 time(s)



posted March 21, 2011
Near East -- 15-second TV Spot
Near East 15-second TV spot created for the brand's Seattle test market program.


☆☆☆☆☆ (0 ratings) | Watched 96 time(s)

BROWSE VIDEOS

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu
 omu tube cmu tube diversity and
 inclusion environmental sustainability
 first focus fina forum frito-lay
 gatorade indra nooyi insights pbc
 pepsi pepsi co performance
 with purpose pwp quaker r&d
 research and development rsr
 sales senior management meeting
 social media sustainability
 time4growth training tropicana



[UPLOAD A VIDEO!](#)

[Normal User Mode](#) | [Admin Mode](#)

Browse Videos


Your search for "advertisement" produced 227 result(s)

Sort By: Most Recent Alphabetical Highest Rated Most Recent Most Watched




Uncle Teddy Ad: Pepsi
 The Uncle Teddy television advertisement debuted on July 3, 2011 as part of the "Summer Time Is Pepsi Time!" multimedia campaign.

★★★★☆ (9 ratings) | Watched 363 time(s)




Diet Mountain Dew "Chores" Ad
 New Diet Mountain Dew Ad featuring the tagline "Diet Tastes Better on the Mountain" and showing two Gen-Xers who battle for the last Diet Mountain Dew by racing to see who can mow their lawn the fastest.

★★★★☆ (14 ratings) | Watched 896 time(s)




E-Pura Mexico
 E-Pura, the Mexican water brand with zero sodium, obtains an endorsement from the Mexican Cardiology Association.

★★★★☆ (1 ratings) | Watched 149 time(s)




Lay's Flavour World Cup Pakistan
 Clutter Breaking Lay's Flavor Cup Initiative that leverages PepsiCo Official Sponsorship of Cricket World Cup (Biggest Sports Event in South Asia).

★★★★☆ (3 ratings) | Watched 64 time(s)



Gatorade Mexico - 'G Evolution'
 A 60-second ad showing the G Evolution, introducing the G new identity.

★★★★☆ (3 ratings) | Watched 254 time(s)




Near East - 15-second TV Spot
 Near East 15-second TV spot created for the brand's Seattle test market program.

☆☆☆☆☆ (0 ratings) | Watched 96 time(s)

MY FAVORITES


[Video Library Home](#) >
[Browse Videos](#) >
[My Favorites](#) >
[Explore Video Channels](#) >

Browse Popular Tags
 advertisement bis cmu
 cmu tube cmu tube diversity and
 inclusion environmental sustainability
 first focus fna forum frito-lay
 gatorade indra nooyi insights pbc
 pepsi pepsi performance
 with purpose pwp quaker r&d
 research and development rsr
 sales senior management meeting
 social media sustainability
 time4growth training tropicana


 **UPLOAD A VIDEO!**

Normal User Mode | Admin Mode


My Favorites




posted September 23, 2010
Global Foods R&D - Inspirational Video
 Video shown during the 2010 Global Foods R&D Summit, led by Heidi Kleinbach-Sauter, which underscores PepsiCo's focus to Delight, Nourish and Sustain consumers based on deep science and technology to bring us closer to real authentic...
 Favorited on October 17, 2011
[Remove from Favorites](#)




posted June 30, 2011
Pepsi Beverages Company Gives Back Days
 On June 15 and 16, more than 500 PepsiCo associates participated in the fourth annual Pepsi Beverages Company Gives Back days to support their local communities in Westchester and Putnam counties in New York, and Fairfield county in Connecticut. T...
 Favorited on October 17, 2011
[Remove from Favorites](#)




posted November 5, 2010
Gatorade Mexico advertisement
 Award-winning Gatorade Mexico advertisement
 Favorited on October 17, 2011
[Remove from Favorites](#)



posted March 5, 2010
2010 SMM - Indra's keynote (4)
 Indra Nooyi talks about our future during her keynote speech during the 2010 Senior Management Meeting.
 Favorited on October 17, 2011
[Remove from Favorites](#)



posted May 4, 2011
Q1 2011 PepsiCo Forum highlights
 Highlight video of the Q1 2011 PepsiCo Forum, hosted by Chairman and CEO Indra Nooyi - featuring Hugh Johnston (on Q1 performance); Eric Foss and Massimo d'Amore (North American Beverages update); and the global launch of pepsicorps ...
 Favorited on May 12, 2011
[Remove from Favorites](#)



posted December 2, 2009
Lay's "Fireworks"
 Lay's "Fireworks" ad as part of Lay's "Happiness is Simple" campaign, launched in Feb. 2009.
 Favorited on December 2, 2009
[Remove from Favorites](#)

VIDEO CHANNELS

MyPepsiCo.com Video Channels



Overview

Welcome to the MyPepsiCo.com Video Channel page. This page provides access to the growing number of internal Video Channels being created and maintained by MyPepsiCo.com page owners.

What is a Video Channel?

A Video Channel features five or more videos on a related subject (no less than five videos is permitted per Channel). All videos are hosted in the main MyPepsiCo.com Video Library.

A Video Channel provides context around a series of videos, providing more value to the user than if they searched for or viewed related videos directly in the Video Library. A Video Channel page requires an ongoing page owner that must commit to maintaining and updating content on the page - this employee's contact information and/or group's SPA mailbox is required at the bottom of the page.

How do I create a Video Channel page and request its inclusion on the MyPepsiCo.com Video Channel page?

For information, please email [SPA - MyPepsiCo](#)

Video Channels



CMU Tube

CMU Tube is the video channel of PepsiCo's Customer Management University (CMU). It features 2-5 minute video clips explaining critical sales and insights terms/processes. From Base vs. Incremental to Trip Missions and Buyer Conversion, these videos are available to view online, download and share with co-workers.



Pepsi Advertising Video Channel

The Pepsi Advertising Video Channel provides a guide to the 60+ years of Pepsi advertising videos that can be found in the PepsiCo Video Library. From the "Twice as Much for a Nickel" campaign to the "Pepsi Refresh" campaign and beyond, Pepsi advertisements have been a major influence on every generation.

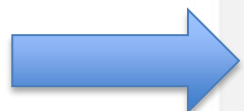


Global R&D TestTube

TestTube is a video-sharing website for Global R&D professionals to upload, share and view videos related to training and the learning process. It is a place to learn and share with your colleagues about what you are learning across the globe.



SEARCH

[Video Library Home](#)[Browse Videos](#)[My Favorites](#)[Explore Video Channels](#)

Browse Popular Tags:

advertisement [bis](#) [cmu](#)

[cmu tube](#) [cmutube](#) [diversity and](#)

[inclusion](#) [environmental sustainability](#)

[first focus](#) [fina](#) [forum](#) [frito-lay](#)

[gatorade](#) [indra nooyi](#) [insights](#) [pbc](#)

[pepsi](#) [pepsico](#) [performance](#)

[with purpose](#) [pwp](#) [quaker](#) [r&d](#)

[research and development](#) [rar](#)

[sales](#) [senior management meeting](#)

[social media](#) [sustainability](#)

[time4growth](#) [training](#) [tropicana](#)



UPLOAD A VIDEO!

[Normal User Mode](#) | [Admin Mode](#)



Recent Videos | [View All](#)



PepsiCo/Tomcoch team
building in Lebanon
Posted October 17, 2011



Luis Montoya at the VI
International Com
Posted October 14, 2011




VISF Community Impact
Posted October 12, 2011

Most Watched | [View All](#)



SEARCH




india
indra employee
indra nooyi

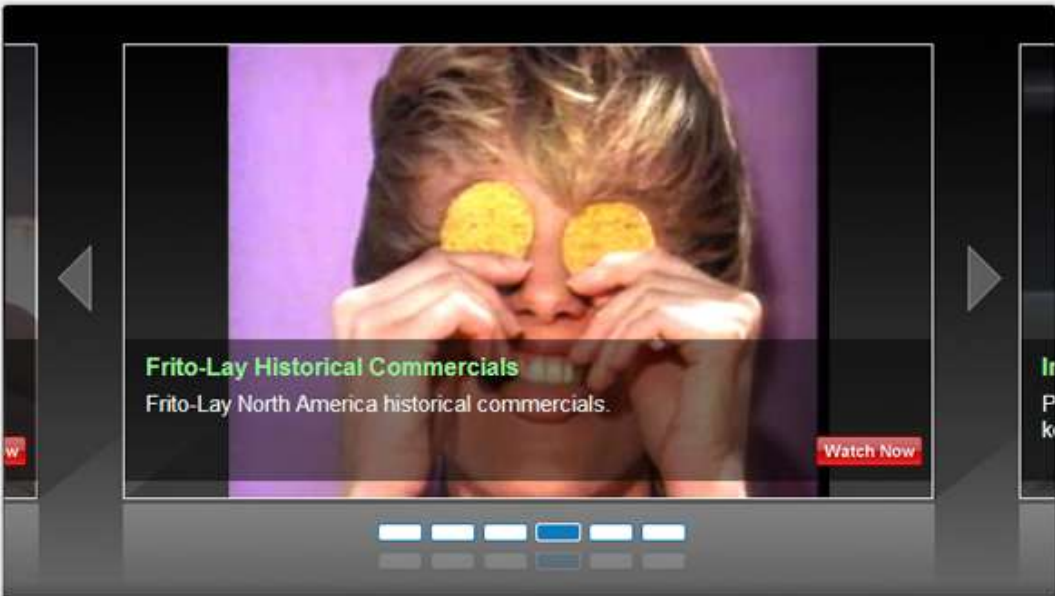
[Video Library Home](#) >
[Browse Videos](#) >
[My Favorites](#) >
[Explore Video Channels](#) >

Browse Popular Tags:

advertisement bis- cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsico performance
with purpose pwp quaker r&d
research and development rsr
sales senior management meeting
social media sustainability
time4growth training tropicana

 **UPLOAD A VIDEO!**


[Normal User Mode](#) | [Admin Mode](#)




Frito-Lay Historical Commercials
Frito-Lay North America historical commercials.

[Watch Now](#)


Recent Videos | [View All](#)



PepsiCo/Tomooch team
building in Lebanon
Posted October 17, 2011



Luis Montoya at the VI
International Com
Posted October 14, 2011



VISF Community Impact
Posted October 12, 2011

SEARCH

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu
 cmu tube cmutube diversity and
 inclusion environmental sustainability
 first focus fina forum frito-lay
 gatorade indra nooyi insights pbc
 pepsi pepsi performance
 with purpose pwp quaker r&d
 research and development rsr
 sales senior management meeting
 social media sustainability
 time4growth training tropicana



UPLOAD A VIDEO!

Normal User Mode | Admin Mode

Search Results

Your search for "indra nooyi" produced 35 result(s)

Sort By:

showing 1-12 of 35



Indra Nooyi on PwF

Relevance 82%



2010 Circle of Champions -
Indra Nooyi

Relevance 82%



'American Icon' - Indra Nooyi

Relevance 82%



Indra Nooyi Health & Safety
Summit

Relevance 82%



Indra Nooyi's Remarks - 2010
PAS

Relevance 82%



Indra Nooyi - BIS Enterprise
Solutions

Relevance 82%



Indra Addresses PepsiCo
United Nations Y

Relevance 81%



Indra Nooyi - PAS 2011
Remarks

Relevance 80%



Indra Nooyi - BlogHer '11
Keynote

Relevance 80%



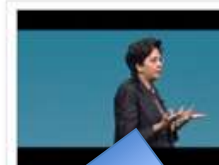
Q2 2009 PepsiCo Forum (1)

Relevance 80%



Q2 2009 PepsiCo Forum (7)

Relevance 80%



2010 S... Keynote

Relevance 80%

[Previous](#)

[1](#)

[2](#)

[3](#)

[Next](#)

VIDEO PLAYER

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags:

advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus flna forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsico performance
with purpose pwp quaker r&d
research and development rsr
sales senior management meeting
social media sustainability
time4growth training tropicana

 **UPLOAD A VIDEO!**


[Normal User Mode](#) | [Admin Mode](#)

Indra Nooyi on Performance with Purpose 2009

posted February 4, 2010

Your rating ★★★★★ Average rating ★★★★★ 1 ratings

Watched 272 time(s)



Favorite Share Download

[Description](#) [Related Videos](#) [Comments \(0\)](#)


A compilation of Indra Nooyi's 2009 deliveries focused on Performance with Purpose, PepsiCo's commitment to deliver sustainable growth by investing in a healthier future for people and our planet.

VIDEO PLAYER

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu cmu tube cmutube diversity and inclusion environmental sustainability first focus fina forum finto-lay gatorade indra nooyi insights pbc pepsi pepsi co performance with purpose pwp quaker r&d research and development rar sales senior management meeting social media sustainability time4growth training tropicana

 **UPLOAD A VIDEO!**


[Normal User Mode](#) | [Admin Mode](#)

Indra Nooyi on Performance with Purpose 2009

posted February 4, 2010

Your rating ★★★★★ Average rating ★★★★★ 1 ratings

Watched 272 time(s)




00:03

Share Download

[Description](#)
[Related Videos](#)
[Comments \(0\)](#)


[Gallery View](#)
[List View](#)

showing 1-12 of 92




'American Icon' - Indra Nooyi

Posted February 1, 2011




Q1 2011 PepsiCo Forum highlights

Posted May 4, 2011



Q2 2009 PepsiCo Forum (1)

Posted November 27, 2009



Q2 2009 PepsiCo Forum (7)

Posted November 26, 2009

VIDEO PLAYER

[Video Library Home](#)[Browse Videos](#)[My Favorites](#)[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu
cmu tube cmu tube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsi performance
with purpose pwp quaker r&d
research and development r&r
sales senior management meeting
social media sustainability
time4growth training tropicana

[UPLOAD A VIDEO!](#)[Normal User Mode](#) | [Admin Mode](#)

Dancing Santa Ad: Pepsi

posted June 28, 2011

Your rating ☆☆☆☆☆ Average rating ★★★★★ 140 ratings

Watched 5,776 time(s)

[Description](#)[Related Videos](#)[Comments \(22\)](#)

> Post a comment

Posted by SHERI ELWESS July 18, 2011

great, loved it
modesto

Posted by GEORGE GUCK July 5, 2011


Family loved this new commercial. So where are the reindeer taking a vacation?
FLNA Plano Texas

VIDEO SUBMISSION FORM – END USER


[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags:

advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsi performance
with purpose pwp quaker r&d
research and development rar
sales senior management meeting
social media sustainability
time4growth training tropicana

 **UPLOAD A VIDEO!**


[Normal User Mode](#) | [Admin Mode](#)




Frito-Lay Historical Commercials
Frito-Lay North America historical commercials.

[Watch Now](#)


Recent Videos | [View All](#)



PepsiCo/Tomcoch team building in Lebanon
Posted October 17, 2011






Luis Montoya at the VI International Com
Posted October 14, 2011



VISC Community Impact
Posted October 12, 2011

Most Watched | [View All](#)



VIDEO SUBMISSION FORM – END USER

[Video Library Home](#)
[Browse Videos](#)
[My Favorites](#)
[Explore Video Channels](#)

Browse Popular Tags

advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights pbc
pepsi pepsi performance
with purpose pwp quaker r&d
research and development rsr
sales senior management meeting
social media sustainability
time4growth training tropicana

[Normal User Mode](#) | [Admin Mode](#)

Upload a Video

MyPepsiCo is accepting submissions from employees of business-related videos for potential inclusion in the Video Library. The Video Library should not be used for file sharing and all submissions must be appropriate for all PepsiCo employees. If published, all videos will be available for download unless the 'Allow File Download' box is unchecked.

* = required field

Why are you submitting this video?

Please explain why you are submitting this video:

Video Information

*Title:

*Description:

*Keywords (Tags):
Assign one or more keywords (tags) to this item by separating each one with a comma (i.e. pepsi, advertisement, super bowl).

☒ Allow File Download

Additional Comments:

*Select video to upload:

By submitting your content you agree to our [Terms and Conditions](#).
Video Requirements: Maximum file size = 100MB | Accepted File Types = .avi, .mov, .mp4, .m4v, .mpg, .3gp, .wmv (v.8+)
 To upload a file larger than 100MB, please [send an email](#) with your request.

Your Contact Information

* Your Name:

* Your Division/Function:

* Your Location:

* Contact Number:

PepsiCo Email:

VIDEO SUBMISSION FORM – ADMINISTRATOR

New Submission for Review

submitted on October 23, 2011 - by Robert Goldberg

Video Information

*Title: Quaker Oats classic advertisement

*Thumbnail Caption: Quaker Oats classic advertisement

*Description:

A classic Quaker Oats advertisement

*Keywords (Tags): quaker oats, oatmeal, advertisement

Assign one or more keywords (tags) to this item by

☒ Allow File Download

☐ Add to Featured Videos

Video Preview (.flv)



Downloadable Video Preview (.wmv)

[View downloadable version \(.wmv\)](#)

Static Image Preview | [Replace with custom image](#) (700 x 390 pixels [HD] or 520 x 390 pixels [SD])

☒ Option 1



☐ Option 2



☐ Option 3



Cancel

Delete

Submit

INTERNAL MARKETING



myPepsiCo.com

THERE'S A VIDEO (ALMOST) EVERY KIND OF TOPIC

I'm glad there are hundreds of helpful business-related videos available on MyPepsiCo.com ... and none on silly pet tricks.

myPepsiCo.com

THERE'S A VIDEO ON (ALMOST) EVERY KIND OF TOPIC

I'm glad there are hundreds of helpful business-related videos available on MyPepsiCo.com ... and none on silly pet tricks.

GLAD I SAW THAT

PEP: 62.09 (+0.10) as of Nov 7 2011 2:05PM EST / View stock quotes

My Profile Logout Site Map Admin

myPepsiCo

Welcome, Gina Anderson Monday, November 7, 2011

Find a person [Advanced](#)
Find information [Advanced](#)

Home About PepsiCo My Groups My SAP* Benefits and Careers Services PepsiCollab

Video Library

video library

Search

Video Library Home

Browse Videos

My Favorites

Explore Video Channels

Browse Popular Tags

advertisement bis cmu
cmu tube cmutube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra neoyi insights
microsoft pbc pepsi pepsi co
performance with purpose pwp
quaker r&d research and
development rar sales senior
management meeting social media
sustainability time4growth tropicana



UPLOAD A VIDEO!

Normal User Mode | Admin Mode

MyPepsiCo.com Video Library

posted March 29, 2011

Your rating ★★★★★ Average rating ★★★★★ 16 ratings

Watched 644 time(s)

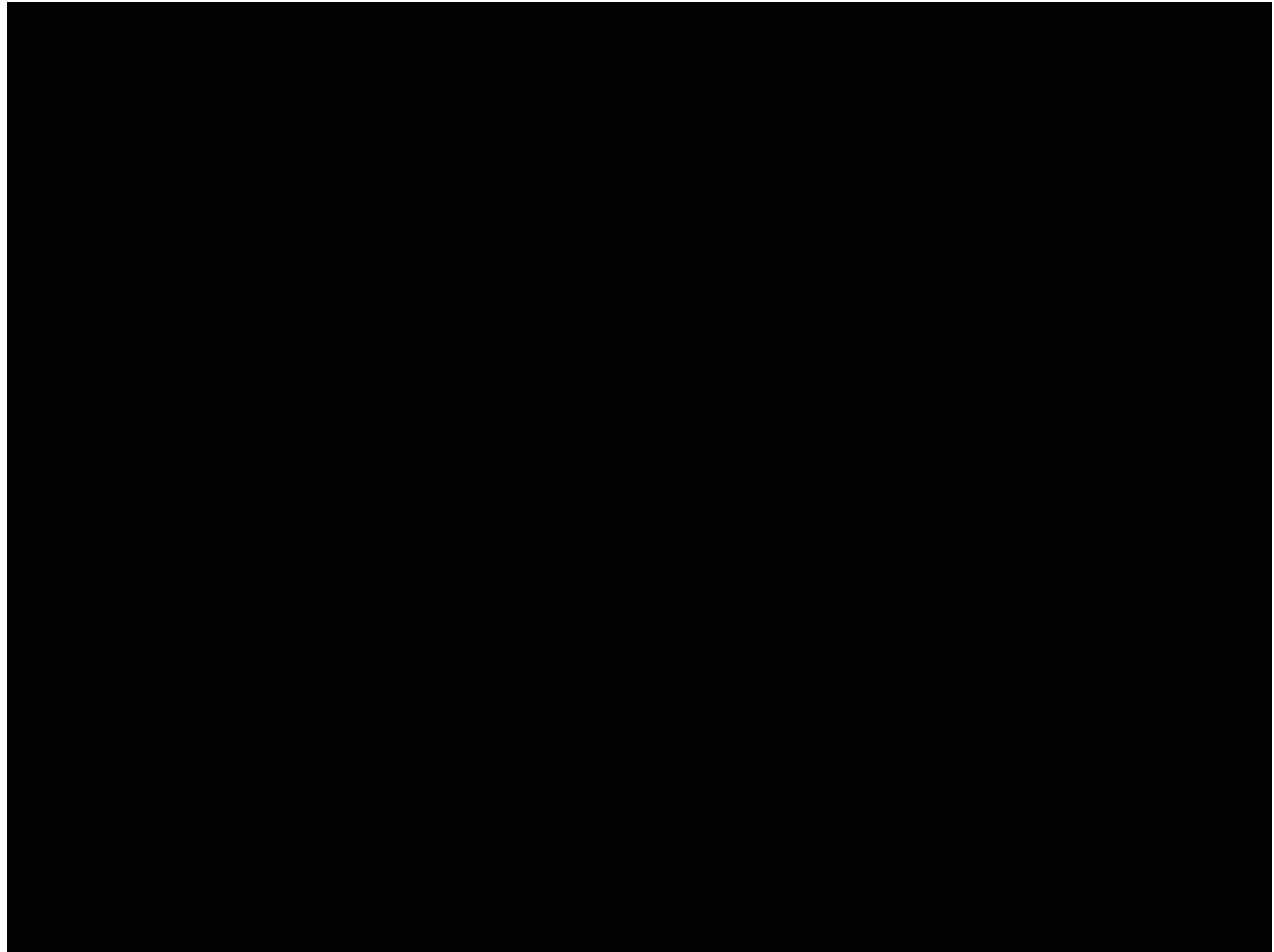


Description

Related Videos

Comments (0)

A quick look at how to locate and use the MyPepsiCo.com Video Library.



PEP: 62.50 (+0.51) as of Nov 7 2011 4:01PM EST / View stock quotes

My Profile Logout Site Map Admin

myPepsiCo

Welcome, Gina Anderson Monday, November 7, 2011

Find a person [Advanced](#)
Find information [Advanced](#)

Home About PepsiCo My Groups My SAP* Benefits and Careers Services PepsiCollab

Video Library

pbcc gives back days

Search

Video Library Home

Browse Videos

My Favorites

Explore Video Channels

Browse Popular Tags

advertisement bis cmu
cmu tube cmu tube diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights
microsoft pbcc pepsi pepsi co
performance with purpose pwp
quaker r&d research and
development rsr sales senior
management meeting social media
sustainability time4growth tropicana



UPLOAD A VIDEO!

Normal User Mode | Admin Mode

PepsiCo at BlogHer

posted November 28, 2009

Your rating ☆☆☆☆☆ Average rating ☆☆☆☆☆ 0 ratings

Watched 35 time(s)

What did you
find out that was
new or different
about PepsiCo today?



00:02



Favorite



Share



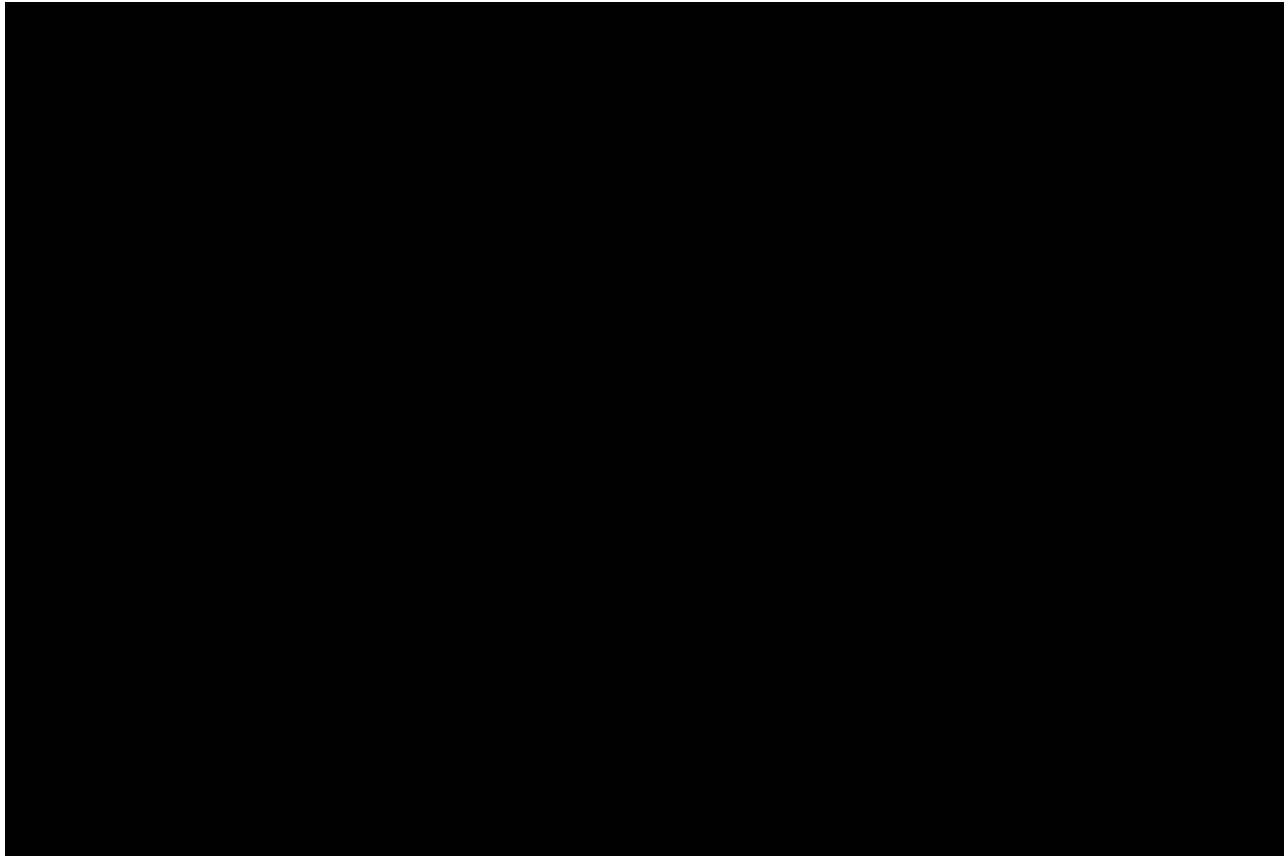
Download

Description

Related Videos

Comments (0)

PepsiCo was the lead sponsor of the BlogHer Annual Conference. During the two-day event on July 24-25, 2009, more than 20,000 PepsiCo products were sampled. Listen to what participants had to say about the different PepsiCo brands.



PEP: 62.50 (+0.51) as of Nov 7 2011 4:01PM EST / View stock quotes

My Profile Logout Site Map Admin

myPepsiCo

Welcome, Gina Anderson Monday, November 7, 2011

Find a person [Advanced](#)
Find information [Advanced](#)

Home About PepsiCo My Groups My SAP* Benefits and Careers Services PepsiCollab

Video Library

pbcc gives back days

Search

Video Library Home

Browse Videos

My Favorites

Explore Video Channels

Browse Popular Tags

advertisement bis cmu
cmu tube cmutebe diversity and
inclusion environmental sustainability
first focus fina forum frito-lay
gatorade indra nooyi insights
microsoft pbcc pepsi pepsi co
performance with purpose pwp
quaker r&d research and
development rsr sales senior
management meeting social media
sustainability time4growth tropicana



UPLOAD A VIDEO!

Normal User Mode | Admin Mode

PBC Gives Back Days - Brewster, NY event w. Green Chimneys - June 10, 2010

posted June 11, 2010

Your rating ☆☆☆☆☆ Average rating ☆☆☆☆☆ 0 ratings

Watched 302 time(s)



Description

Related Videos

Comments (0)

Pepsi Beverages Company employees demonstrate Performance with Purpose as part of PBC Gives Back Days. They spent time volunteering at Green Chimneys in Brewster, New York.



MyPepsiCo.com Photo Gallery: The Facts

About

- Original launch: May 2011
- Accessible via MyPepsiCo.com only
- Modeled after consumer sites (i.e. Flickr, Kodak, Facebook)
- Associates create albums and upload/publish photos directly
- No administrator approval process, 'Report abuse' functionality enabled
- Allows associates to:
 - Search and download photos/albums
 - Rate, comment on, share photos
 - View in slideshow mode
 - Add photos to 'community' (public) albums

Metrics

(as of October 8, 2011)

- **Photo Gallery photo** views since launch: 83,000
- **Photo Gallery album** views since launch: 16,500
- **Photos** uploaded since launch: 5,500

HOME PAGE 1.0 Launch: May 2011



The screenshot shows the homepage of the MyPepsiCo.com Photo Gallery. The layout includes a left sidebar with navigation links, a main content area with a welcome message and photo gallery, and sections for recently created and most viewed albums. Blue arrows point to various elements: three arrows on the left point to the search bar, the navigation menu, and the popular tags section; three arrows on the right point to the main photo gallery, the recently created albums section, and the most viewed albums section.

Search for a photo
Search

Photo Gallery Home >
Browse Photo Albums >
My Favorites >
Upload & Manage My Photos >
Manage Featured Albums >
Portfolio Settings >

Browse Popular Tags
donald m. kendall electric vehicle environmental sustainability eric foss forum frito-lay green fleet hugh johnston hybrid indra nooyi massimo d'amore mergers richard goodman **ring of honor** sales zein abdalla

Browse the help files for more information on how to use this site.

Welcome to the MyPepsiCo.com
Photo Gallery

Recently Created Albums | View All

- PepsiCo Ring of Honor 2010**
Created May 17, 2011
- 'One World. One PepsiCo' Forum**
Created May 17, 2011
- White House Green Fleet Initiative**
Created May 18, 2011

Most Viewed Albums | View All

PHOTO ALBUM VIEW – END USER


[Photo Gallery Home](#)
[Browse Photo Albums](#)
[My Favorites](#)
[Upload & Manage My Photos](#)

[Manage Featured Albums](#)
[Portfolio Settings](#)

Browse Popular Tags

al carey as one autism speaks chicago circle of champions d&i debrock fina football forum frito-lay gives back indra nooyi lou iss green belt iss kaizen leader mergers ny giants operations pbc pepfest 2011 pepsi pepsico pepsico feeding america philadelphia purchase ring of honor sales talent sustainability westchester

[Browse the help files](#) for more information on how to use this site.



Back to Football 2011

Last modified on Sep 15, 2011 by Lakisha Hubacek Viewed 1,424 times

Description: Back to Football 2011 Photos of PepsiCo Employees

[Show Additional Details](#)

Your rating ★★★★★ Average rating ★★★★★ 2 ratings

[Favorite](#) [Share](#) [Report Abuse](#)

[Edit Album](#)

[Album Photos \(34\)](#)
[Comments \(0\)](#)
[Related Albums](#)
[Add Photos](#)
[Play Slideshow](#)


Sort by: Default (defined by Owner)

Results per page: 12

Showing 1-12 of 34


[Gallery View](#) [List View](#)

[Back](#) [1](#) [2](#) [3](#) [Next](#)




Packers

Posted Aug 29, 2011




Pepsi Football Display

Posted Aug 29, 2011




Chef Kyle in his Office

Posted Aug 30, 2011




True COWBOY Fans

Posted Aug 30, 2011




Untitled

Posted Aug 30, 2011




Untitled

Posted Aug 30, 2011



NY Giants Family football

Posted Aug 30, 2011



DeBrock Family Football Fun

Posted Aug 30, 2011

MyPepsiCo.com: Commenting

- **Employees can comment on:**
 - Videos
 - All internal MyPepsiCo.com articles
 - Home page
 - Group pages
 - Chairman's bi-weekly letters
 - Photo Gallery
 - Podcasts
 - All internal newsletter articles
- Approximately **6,000 comments posted** since 2010
 - 168% increase 2011 vs. 2010 YTD
- **No anonymous** comments allowed
- **Legal language** included
- **Under 40 comments removed** only, HR escalation process in place



COMMENTING

[Post a comment](#)

[View comments\(2\)](#)

[Subscribe to comments](#)



Post, view or subscribe
Bottom of each article

[Return Home](#)

[Go Back](#)

Post a comment

Your Comment: (limited to 1,000 characters with spaces)*

Your Location:*

Add Comment

By clicking on the "Add Comment" button to the left, you are agreeing to the terms and conditions below.

Please note: You are fully responsible for the content of your comment. All PepsiCo employees must comply with the terms and the spirit of all PepsiCo policies including the PepsiCo Worldwide Code of Conduct, Information Security Policies*, Media Interaction Policy, Social Media Policy, Internet Acceptable Use Standard*, Disclosure Policy and overall PepsiCo Values when using social media tools. We reserve the right to remove inappropriate comments.



Post a comment/
Legal disclaimer

View comments

View comments

Posted by Agustin Perez 10/14/2011 09:10:09 pm

Great job casa! now who is next?
casa grande az

Posted by Dustin Haga 10/12/2011 08:10:36 pm

I am greatly appreciative of the amazing goals my company sets forth to accomplish. PepsiCo continues to lead and develop the future of responsible business standards, while driving the future of "go-green" technologies. I consider myself lucky to be a part of a company that actually listens to our ideals and suggestions; one that will spend the time and effort into the ideals submitted giving PepsiCo a competitive edge.

Blue Ridge Gatorade- Wytheville VA.



[Post a comment](#)

[View comments\(2\)](#)

[Un-subscribe from comments](#)



Un-subscribe

Q&A



*my*PepsiCo



**MyPepsiCo.com Video Library:
Engaging Employees, Creating Collaboration**

Gina Anderson, gina.anderson@pepsico.com