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Ad of the Day: Pepsi's hidden logos 'proof' it goes better with burgers than Coke

Creative Works By Imogen Watson May 27, 2021



#BetterWithPepsi: ad claims drink is better with burgers than Coca-Cola

Pepsi has been making itself very clear lately as it claims its fizzy drink goes better with burgers than rival Coca-Cola. And much like Burger King, the challenger brand has shown it knows how to have more fun.

To commemorate #NationalBurgerDay (Friday, May 27), a simple but effective execution from Pepsi features packaging from fast food joints Burger King, McDonald's and Wendy's and circles where the Pepsi logo coincidentally appears. All to illustrate that its drink naturally goes with burgers.

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 @pepsi

ALL burgers go [#BetterWithPepsi](#)...even when we're not on the menu, we're always in the picture. 😊 Try for yourself this Friday on [#NationalBurgerDay](#) and the Pepsi is on us



1:00 PM · May 26, 2021



👍 16.3K 💬 660 🔗 Copy link to Tweet

'Even when we're not on the menu, we're always in the picture' reads the line, with the ad part of a competition to win a Pepsi to accompany your burger as it encourages more consumers to make the switch from Coca-Cola. All they need to do is share a photo of themselves with a Pepsi and any burger on social media with the hashtag [#BetterWithPepsi](#).



Part of a wider '[#BetterWithPepsi](#)' push started earlier in May, the campaign centers on research around how signature offerings from the top three burger chains paired with different beverages. The Pepsi-commissioned blind taste test and consumer survey found 60% of participants preferred their Big Mac, Whopper or Dave's Single with a Pepsi rather than a Coke.



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You can view the campaign in full by clicking on the box below. To get in touch about Ad of the Day, please email imogen.watson@thedrum.com.



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Pepsi: #BetterWithPepsi

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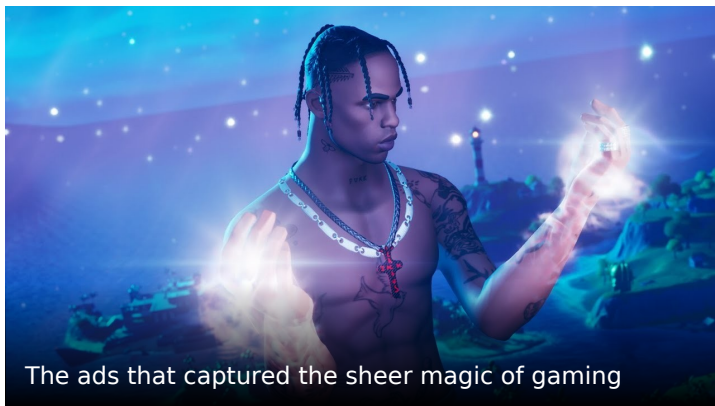
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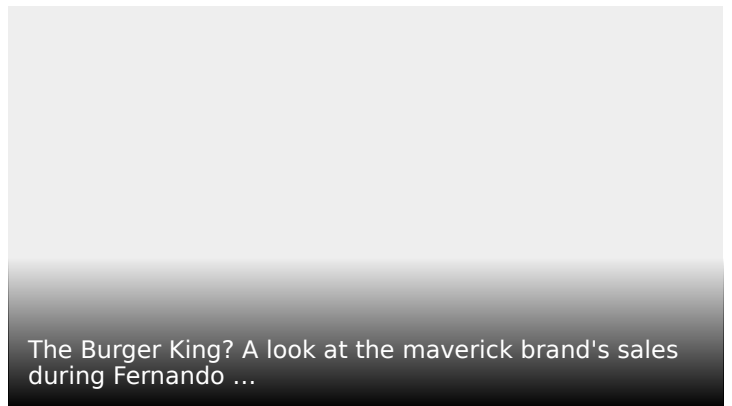
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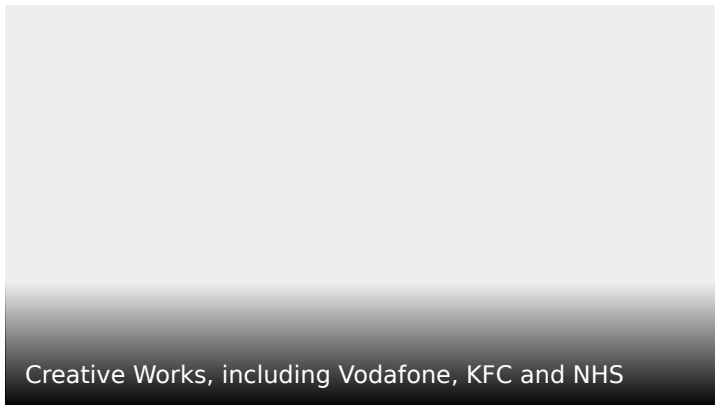
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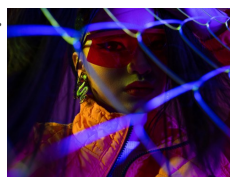
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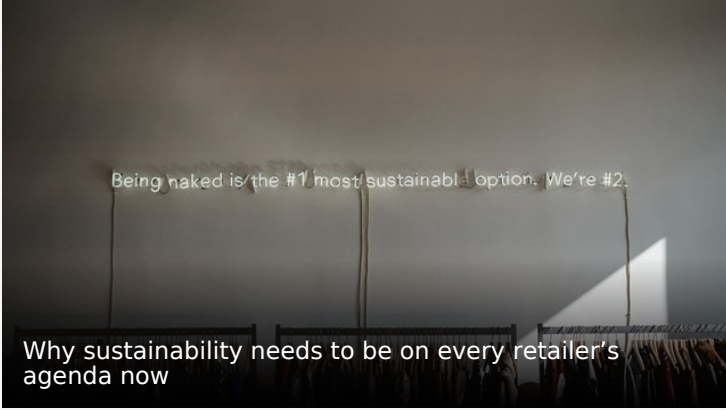
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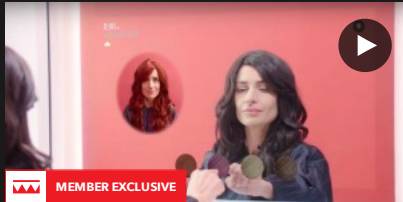
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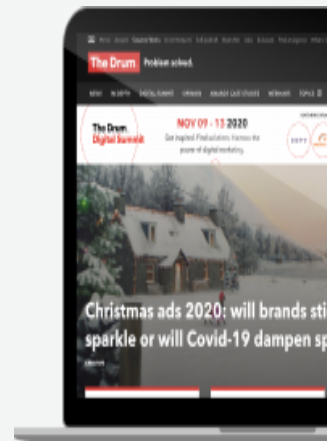
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