



## Pepsi Americas

Pepsi Americas provides HR tools and materials via their intranet site but their thousands of managers weren't getting the most out of the program. They turned to Brainforest to help them make this group of leaders aware of this resource and to facilitate the use of the tools.

Brainforest worked with Pepsi Americas to create an experience that would inform and engage these managers. We developed series of email blasts, each highlighting a different aspect of HR management. The imagery and content was fun, engaging and to the point. The rise in manager participation was immediate.

**INDUSTRY**  
Manufacturing

**PROJECTS**  
Online Communications

**Brainforest is a creative agency rooted in strategy.** Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nils.bunde@brainforest.com](mailto:nils.bunde@brainforest.com)**

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