



Pepsi has the highest total ad awareness(Unaided) of **54%.**



Campaign
Pepsi

Category
Carbonated soft drinks

Media Type
NEL HarbourFront Station
(Concept Buy/Pillars/Steps Riser)

Target Audience
People aged 15 and above

Duration
29th May 2010 – 25th June 2010

REFRESH YOUR WORLD



Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media