

SODASTREAM X PEPSI COMMUNICATION

Launch in Slovak Republic (May - July)

Kick off
-
22th May 2021



Super eco couriers & special Press pack for journalists and influencers

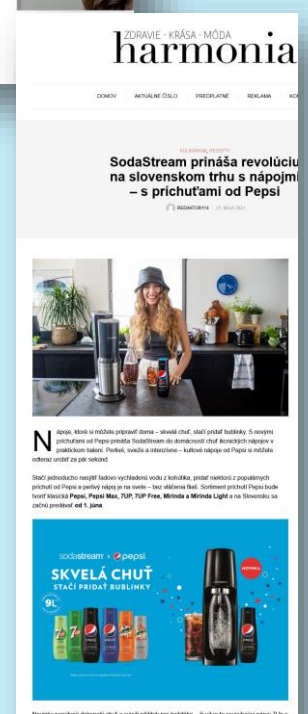
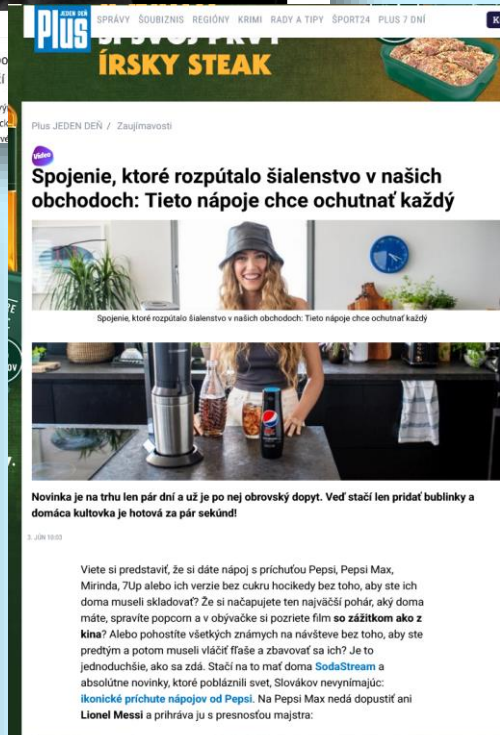
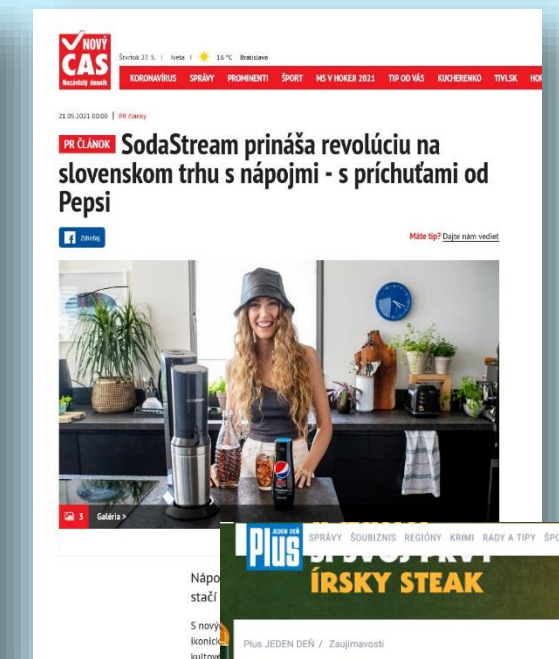
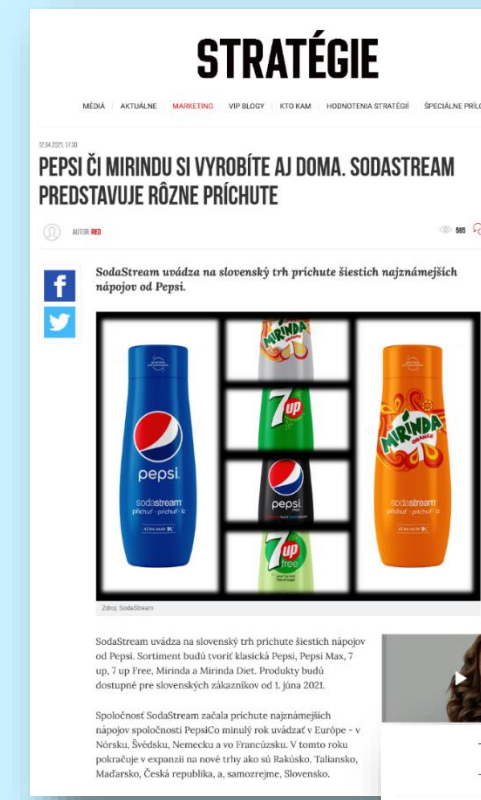
Total media coverage

143

Total media circulation

12 380 000

ONLINE & OFFLINE MEDIA



SOCIAL MEDIA

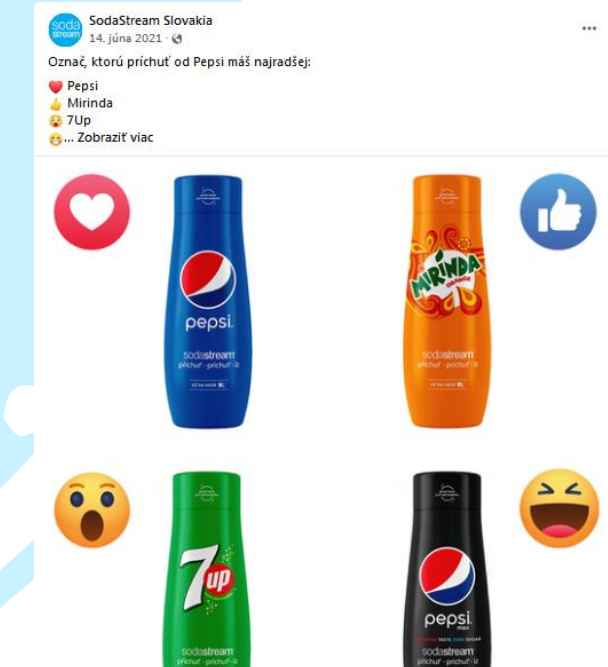
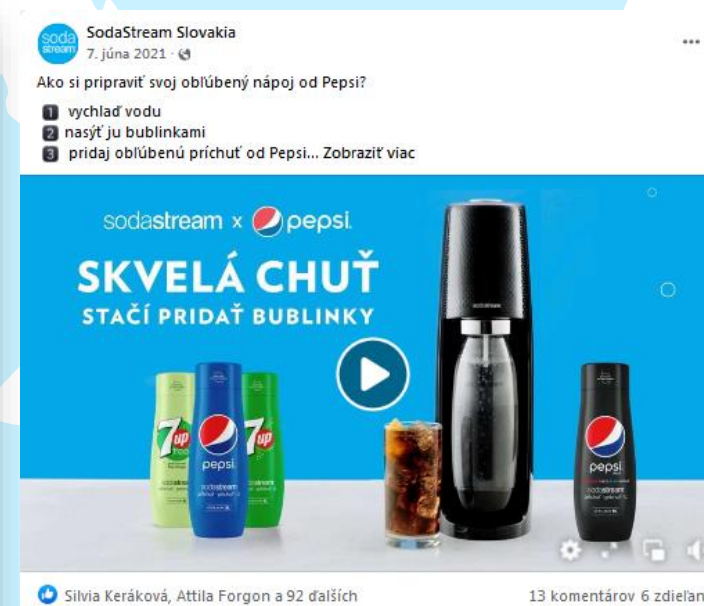
Total number of posts & stories

26

Total reach of posts & stories

2 450 000

*limited reach due to stopped promotion



INFLUENCERS

Total number of influencers

11

Total reach of influencers posts & stories

1 976 305

Special impact: Global #sodastreamxpepsi TOP 3 WORLDWIDE MOST WATCHED REELS WERE FROM SLOVAKIA:
@menameselassie
@simonacomedy
@thomaspuskailer

