

PepsiCo Marketing VP Hopes Its 'No Lay's No Game' Concept Will Run for Years

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A world-famous sports personality coming to your home to watch a game is a dream shared by fans all around the world. It is also one that PepsiCo may make a reality through its “No Lay’s No Game” campaign, which the brand’s most senior marketer believes has a core concept that could run for years.

The aim of the international campaign is to promote the notion that Lay’s chips help make watching soccer better.

For the second phase of the promotion around Lay’s tie-in with the men’s and women’s UEFA Champions League (UCL) soccer tournaments, the campaign ad will feature the World Cup-winning captain of Argentina and the winner of this year’s FIFA’s Player of the Year award, Lionel Messi.

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