



Pepsi x Halftime Show  
Ultimate (Influencer) Experience

# Strategy

**Strategy:** Kickoff the 2024 Super Bowl in Las Vegas, NV with the Pepsi “Ultimate Trip Experience” for three (3) social influencers. The trip will include: free airfare, hospitality and transportation, VIP night out at a popular Las Vegas club, meet & greet with Football Hall of Famers and more.

**Goals:** Utilize influencers and their social media platforms including, TikTok and Instagram to increase brand awareness and build trust with consumers through endorsements and social exposure using #PepsiHalfTimeUltimateExperience

# Approach

## **Super Bowl Weekend 2024**

**Activation Date(s):** Saturday February 10th - Monday, February 12th

**Location:** Las Vegas, NV

**Approach:** Kickoff the 2024 Super Bowl with an all expenses paid trip to Allegiant Stadium in Las Vegas, NV for three (3) influencers and one (1) friend each.

**Influencer Guidelines:** Influencers are contracted to post at least two (2) photos and one (1) video recap of the experience. All post must include: #PepsiHalftimeUltimateExperience

## **Experiential Elements:**

- Transportation to and from airport, hotels and all events
- Pre-game stadium tour
- Meet & Greet with celebrities and Football Hall of Famers
- VIP stadium suite serving lunch and dinner
- VIP booth and bottle service at the Pepsi after party

# Itinerary

## Saturday, February 10th

**2:00 PM:** Influencers arrive at Harry Reid International Airport and driver(s) meet guests with signage at baggage claim and transports guests to Wynn Las Vegas Hotel

**2:30 PM:** Influencers arrives at Wynn Las Vegas Hotel, check-in and enjoy hotel amenities

**8:30 PM:** Influencer dinner at Lakeside Restaurant

## Sunday, February 11th

**10:00 AM:** Driver(s) arrive at Wynn and transports influencers to Allegiant Stadium

**10:30 AM:** Influencers arrive at Stadium and tour the stadium and capture content

**11:30 AM:** Meet & Greet with celebrities and Football Hall of Famers

**1:00 PM:** Talent is escorted to private suite

**1:30 PM:** Lunch and drinks are served

**3:30 PM:** SuperBowl Starts

**5:30 PM:** Dinner is served

**7:00 PM:** Superbowl ends

**7:30 PM:** Driver(s) arrive at Allegiant Stadium and transport influencers to Wynn Hotel

**10:00 PM:** Pepsi after party starts and private booth opens for influencers at Marquee Nightclub

**3:00 AM:** Pepsi after party end and driver(s) arrive at to transport influencers to Wynn Las Vegas

## Monday, February 12th

**11:30 AM:** Driver(s) arrive at Wynn Hotel and transport influencers to Harry Reid International Airport

# Hotel

## Wynn Las Vegas

**Address:** 3131 Las Vegas Blvd S, Las Vegas, NV 89109

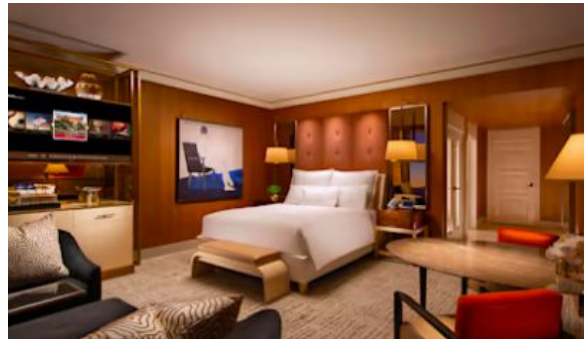
**Distance to Allegiant Stadium:** 3.4 Miles

**Check In:** Saturday, February 10th, 2024

**Check Out:** Monday, February 12th, 2024

### Hotel Amenities:

- Fitness Center
- Resort Pools and Sundecks
- Special Dining Access
- Spa Reservations
- Golf Tee Times
- Digital newsstand



# Influencer Dinner

## Lakeside

Address: 3131 S Las Vegas Blvd, Las Vegas, NV 89109

Reservation(s): Saturday, February 10th at 8:30PM

Proposed Menu Items:



### Appetizers

- Apple & Celery Root Soup
- Petite Greens
- Maryland Crab Cake
- Crispy Dumplings
- Baby Romaine Caesar
- Octopus Al Pastor

### Entrees

- Alaskan Black Cod
- Faroe Island Salmon
- Curried Baby Eggplant
- Roasted Large Maine Lobster
- Truffle Mafaldine
- Free Range Chicken Breast
- Wild Alaskan Halibut

### Desserts

- Chocolate Chip Cookie
- Carrot Cake
- Pears & Popcorn
- Fig Delight
- Chocolate Sensation

\* For proposal ONLY

# Branding Opportunities

## Additional Consideration:

- Branded six (6) passenger black escalades with vinyl Pepsi Halftime Show logos on the front left and right doors
- “Ultimate Pass” lanyards for all access
- Welcome baskets including: pepsi products, swag, and itinerary packet
- Branding throughout Marquee Nightclub e.g pillows

