

2018 RECYCLING ROADSTER GRASSROOTS

In early 2018, The Roadster was formed as part of PepsiCo's Performance with Purpose mission, which aims to find innovative ways to minimize the company's impact on the environment.

THE PROGRAM EXPERIENCE.

The Recycling Roadster is a hybrid vehicle that travels around the country to educate people about the importance of recycling and inspire action through fun and interactivity.

The Roadster experience is comprised of six different zones, complete with a variety of educational materials and activities that help promote the benefits of sustainability, while allowing event-goers of all ages to participate in fun and win swag. The zones include an interactive photo booth, two educational video messaging displays, digital game station, corn hole and a bottle flip challenge station. Product sampling can also be added to enhance the experience, and recycling bins will be provided to encourage recycling onsite.

THE PROGRAM EXPERIENCE: ACTIVATION ZONES

ZONE 1 – PHOTO BOOTH: Consumers will step up to make their statement using a fun photo that illustrates why recycling is important to them. Choosing from a variety of signs with its own "I recycle for..." statement, each sign will have a unique marker that will be identified by the AR technology to prompt the corresponding background that has been chosen by the consumer. From stunning ocean scenery to lush forest backdrops, consumers will have the chance to share what they're passionate about to all of their social channels.



ZONE 2 & 3 – PERFORMANCE WITH PURPOSE VIDEO CONTENT: Using a large digital screen built into our hybrid vehicle, we'll feature stunning content focused on PepsiCo's Performance with Purpose message. A second stand-alone screen will also be utilized in the footprint to share additional content and even fun and surprising recycling facts with all who attend.



ZONE 4 – DIGITAL GAME: Combining two different games into one digital experience, we will put consumers' recycling know-how to the test. By having them match recyclables and non-recyclables into their respective bins, they'll learn a thing or two about sustainability. We'll even hit them with surprising facts throughout the game.



THE PROGRAM EXPERIENCE: ACTIVATION ZONES CONTINUED

ZONE 5 – CORN HOLE: Putting a sustainable twist on everybody's favorite tailgate game, we'll let friends and family go head-to-head in corn hole. Teams will choose their bags—compost or recyclable—and see who can sink the most shots.

ZONE 6 – BOTTLE FLIP CHALLENGE: We'll bring out a little friendly competition on our tour, featuring our PepsiCo beverage containers in a bottle flip game. Not only will consumers go head-to-head for bragging rights with friends and family, they'll learn about the benefits of recycling while they do it.

ACTIVATION DETAILS:

ACTIVATION:

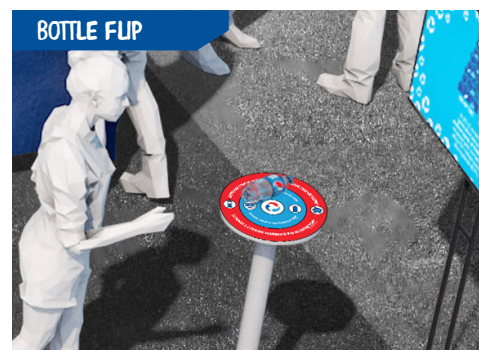
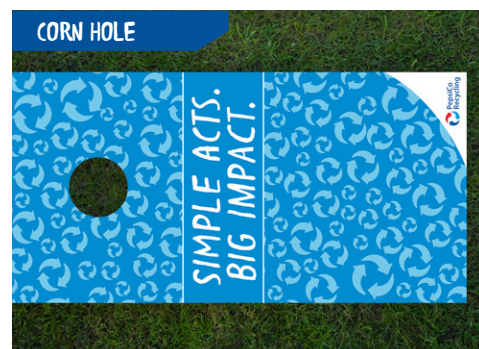
- All college, university and retail event activations may last 3-4 hours
- Large event activations may last 8-10 hours

SET-UP / TEARDOWN:

- The Roadster team will arrive 1 hour and 15 minutes prior to event start
- A minimum of 1 hour is needed for event set-up
- A minimum of 45 minutes is needed for event teardown

HOW TO SUBMIT AN EVENT REQUEST:

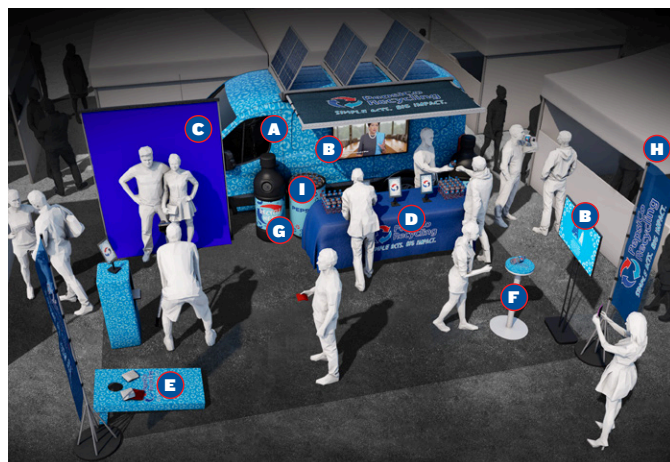
- You can submit a request to have the Recycling Roadster appear at your next event by emailing: Support@PepsicoRecycling.com
- Be sure to include the following information:
 - Event name
 - Location
 - Date(s)
 - Timeframe
- Please submit all requests at least 30 days in advance from the activation date
- A representative will reach out within 48 hours of submitting your request
- While all requests will be considered, not all events will be accepted based on the timing and flexibility of the Roadster event schedule



ACTIVATION FOOTPRINT OPTIONS:

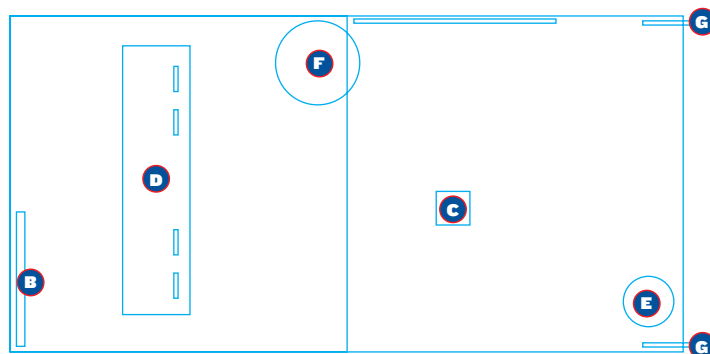
OPTION 1: 20 X 20

- This is the preferred footprint for outdoor activations, weather permitting
- Full footprint set-up includes all zones and activation elements:
 - A. (1) Roadster vehicle
 - B. (2) video messaging displays
 - C. (1) photo booth
 - D. (1) digital game station with iPads
 - E. (1) corn hole game
 - F. (1) bottle flip challenge station
 - G. (1) recycling bin
 - H. (2) banner flags
 - I. Optional product sampling with (2) coolers available – space permitting



OPTION 2: 10 X 20

- This footprint is best for indoor or outdoor activations where the vehicle cannot be used and where space is limited
- Partial footprint set-up includes:
 - A. (1) 10x10 tent
 - B. (1) stand-alone video messaging display
 - C. (1) photo booth
 - D. (1) digital game station with iPads
 - E. (1) bottle flip challenge station
 - F. (1) recycling bin
 - G. (2) banner flags
 - H. Optional product sampling with (2) coolers available – space permitting



OPTION 3: 10 X 10

- This footprint is best for indoor or outdoor activations where space is limited
- Partial footprint set-up includes:
 - A. (1) 10x10 tent
 - B. (1) stand-alone video messaging display
 - C. (1) digital game experience with iPads
 - D. (1) recycling bin
 - E. (2) banner flags
 - F. Optional product sampling with (2) coolers available – space permitting

