

SCRIPT: Pepsi Campaign, 2014

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Returning to the Old Days

MUSIC: FADE IN: Pepsi 2014 Commercial Clip: Yalla Nekml Lametna (00:15)

Lead in: The idea of using celebrities is a common factor in branded entertainment in our region, but the main issue is that the very notion of “the good old days” is what still has not been cracked. Throughout the Pepsi advertisement in 2013 of “Yalla Nekml Lametna”, many legendary Egyptian actors are presented wearing the costumes of the shows they used to present in the past that shape a great part of our childhood. With the continuation of this campaign in 2014 this recalls a great part of our childhood. Some of these actors are, Samir Ghanem, George Sedhom and Shereen in their famous play “Al-Mtzawgoon” (The Married). (00:35)

Narration: Lets listen to a clip from “Al Motzawgoon” play (The Married), performed by George Sidhom, Samir Ghanem and Sherine who gladly joined the campaign.

MUSIC: FADE IN: Motzawgoon clip (00:57)

Narration: Joining Pepsi campaign in 2014 is the “4 M” band, which consists of the Egyptian actor, Ezzat Abou Auf, and his four sisters; Mervat, Maha, Manal and Mona Abou Auf who form a family band in 1979, which is obviously one of the most popular bands by that time in Egypt.

The “4 M” band has introduced many Egyptian singers, such as singer, Mohamed Fouad who was first presented by Dr. Ezzat Abou Auf in 1982 in one of the band’s performances. (01:23)

MUSIC: FADE IN: 4M Band Song - Abou Al Fassad (01:37)

Narration: Mervat Abou Auf, former member of the “4 M” band and is currently Professor of Practice of Journalism and Mass Communication at the American University in Cairo (AUC), talks about the “4 M” band and how did the band first started and how did Pepsi offer the idea of the campaign on them to join the campaign of “Yalla Nekml Lametna” in 2013. (01:57)

MUSIC: UNDER: Pepsi 2014 Commercial Clip (02:30)

**Can you please tell us first about the "4M" band and how did it first started?
(02:01)**

Abou Auf: All right, now that as in the early 80s and it was my bro, he is actually been in bands ever since I was born, he was there. (02:15)

Narration: It first started when Ezzat Abou Auf asked his sisters to join him in his band. (02:23)

Abou Auf: He wanted female vocal chords to a piece he was composing, so he asked us to help until he gets somebody who is professional to record it and he loved our voice and it was then when it was triggered in his mind that he could do something with us (02:36)

MUSIC: FADE IN: UNDER: Pepsi 2014 Commercial Clip (02:45)

Narration: Then, when the four sisters joined the band, Ezzat Abou Auf shifted the direction of the band from foreign songs to Arabic songs. (02:46)

Abou Auf: And because when he was in bands it was in foreign songs. So, he switched into Arabic and we started our band. (02:58)

MUSIC: FADE IN: 4M Band song - Hanw Abu Al Fassad (03:23)

Narration: It was then in the beginning of the 90s, when the 4M band decided to end its career. (03:27)

Abou Auf: It became a business for twelve years and we dissolved in 1992. The last performance was in 92 and that's that. (03:41)

MUSIC: UNDER: Pepsi 2014 Commercial Clip (03:47)

Through Pepsi campaign, fortunately it succeeded in bringing all the actors. (3:48)

Abou Auf (laughs): Yes, that was because the very thought was brilliant because we never approached them. They approached us and they said that the thought of the campaign is getting, bringing back people who are not around any longer. The very thought y3ni (Meaning) to me it was basically the very thought and the fact that we are gonna get together, the fact that people want to remember us and this challenge that would they remember us and would that make a difference?

And it wasn't only us 3la fekra (by the way), it was George Sidhom, it was the very thought of people that are not there anymore that were very successful being together to be back again under the spot lights. (04:28)

MUSIC: UNDER: Pepsi 2013 Commercial Clip (07:20)

It really brings back all the old days. People really enjoyed (04:30)

Abou Auf: Exactly, Exactly (04:32)

Narration: Now, it is time for our interview with Dalia Salib, Marketing Director and Beverages in PepsiCo Egypt and North East Africa, to talk about Pepsi 2014 campaign of "Yalla Nekml Lametna" and how did the campaign first start and its origin that started in 2013. (04:51)

Salib: The idea that we played around this year still lavishing a lot of the nice

memories and symbols of the past. They are not necessary a hundred percent Ramadan icons, but you also have to have that they had certain memorable messages or memorable icons to them; like Sherine, George Sidhom and Samir Ghanem. So, these were really...they really have a mark in the Egyptian theatrical history. We have Mama Nagwa and Bo2loz, you have the "4M", you have La'ibet el kora (football players). So, these were all in themselves, they were very memorable, very high recalled, very high awareness on lot of the people and recreating them would have made it a very much relevant to the message. (05:37)

FADE IN: Salib (continues): *Most of the people, the celebrities were very positive an they were very cooperative and they were really happy to feel that they were part of something that was promoting nice message and meaning for people to connect and people to bond. (05:49)*

Yeah, and based on the statistics of Pepsi and all these facts, did the campaign succeeded in achieving its target that is recalling our childhood memories? (06:01)

Salib: *Well, for us the core objective is something we call "brand laugh" and for a campaign like this, that would be the primary objective. And, for us it did, it delivers very much positively on the brand laugh, post Ramadan. We actually exceeded the target we have placed for the brand laugh figures, so from that element of emotionally connected with the consumers; it definitely did succeed. (06:24)*

Narration: 2014 campaign was an extended version to “Yalla Nekml Lametna” campaign in 2013. (06:32)

Salib: *So, this year was a continuation; was a part two but with a bit of addition and a bit of twist that really made it fly with the song, because the song as well was a recreation of an old Pepsi song which was "A'diha Pepsi A'diha" which was a song in*

the 90s, recreated with the messaging of today. So, that as well really made it capture certain emotions in people's heart and really leave a mark and touch people differently and make it what it really was this year. (07:03)

And, so Impact BBDO is the advertising agency for Pepsi? (07:06)

Salib: Yes, Impact BBDO is the adverting agency and Hossam Mourro is the creative director who developed the campaign. (07:13)

MUSIC: FADE IN: Pepsi 2013 Commercial Clip (07:31)

Narration: Haytham Nawar, Professor of Graphic Design at the American University in Cairo will give us his opinion about Pepsi campaign regarding the visual they use. (07:29)

Nawar: From my point of view, the campaign is actually successfully reached its audiences. When I judge the campaign from a point of as a designer or like a visual, the usage of the colors and the composition, I mean all elements, like visual elements they use in the campaign it successfully plays in the era of 80s and 90s technologies which uses the same color modes, so that is how it reach easily the audience. And, if I add also the value of its warm colors, its emotional colors, because when you get to how its warm, that you think its emotions and if you see the whole campaign it plays with a nostalgic feeling of 80s and 90s generations so if it use warm colors, it easily can be perceived from the audiences that is the era of 80s and 90s that can reach the emotions.

MUSIC: UNDER: PEPSI 2013 Commercial Clip (09:50)

What do you think about the idea they focused on the idea of “Selfies” that most of the people use now, as the end of the advertisement, they are getting people taking “Selfies” for pictures now, that are like the same in the past or 20 years ago? (08:51)

Nawar: Frankly speaking the idea of like retaking photographs it is actually old, it is not really new and it has been done in different projects, artistic projects. The idea of recreating another set, like an old set with photography, it is already old. The idea of the ad. is connecting generations starting from the 70s and until now days like, lets connect our generation by the nostalgic memory of our photographic memory or as we call it visual memory. (09:27)

Narration: This is Nour Ihab, on Pepsi 2014 campaign “Yalla Nekml Lametna” in Egypt, from the American University in Cairo, AUC Radio. Pepsi official website, Metacafe and Melody 4 Arab websites have been used to produce this documentary. Special thanks to Mervat Abou Auf, Dalia Salib and Hytham Nawar for volunteering their time and sharing their stories. Thank you for listening. (09:47)

MUSIC: FADE IN: Pepsi 2014 Commercial song (09:58)

Credits

Interviews:

- Mervat Abou Auf – Band Member, Practice Professor of Mass Communication at the American University in Cairo.
- Dalia Salib - Marketing Director and Beverages in PepsiCo Egypt and North East Africa.
- Haytham Nawar - Assistant Professor of Arts at the American University in Cairo.

Music:

- Pepsi & Chipsy Commercial Clips “Yalla Nekml Lametna” 2013 and 2014:
Pepsi Official Website
- Motzawgoon (The Married) Play: Metacafe Website
- 4M Band songs: Melody 4 Arab

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