



Inspire: Russia

A video-led microsite, to encourage PepsiCo executives to re-locate to Russia.

For PepsiCo International

Winner of the PepsiCo International communications award

PepsiCo needed a major internal communications campaign to highlight the career opportunities in emerging markets like Russia. DVA were brought in to develop and create informative and engaging materials, designed to explain and inspire.

We felt that the most appropriate way to address this was to use video as the information carrier, and PepsiCo's intranet as the delivery medium.

Shot over 4 days, DVA's camera crew flew to Moscow to film the working and social environments for PepsiCo people in Moscow. Employees tell their personal stories regarding the move, the challenges and the opportunities.

The presentational style: Even-handed and honest, and yet overwhelmingly positive in attitude and delivered to broadcast television standards, make the resource a truly effective voice for the Human Resources team at PepsiCo. In fact the site has proved so popular that access has had to be temporarily limited, until PepsiCo has the capacity to meet all the enquiries the site is generating.

PEPSICO
YOUR PEPSICO CAREER IN RUSSIA
A PERSONAL STORY

INTRODUCTION
WATCH FILM
CAREER
PROFILE
PAY
SUPPORT
OUTSIDE OF WORK
OFFICE
OUR PROMISE TO YOU
INTERESTED?

i knew it would be different...

Living and working abroad can be both a challenging and fulfilling adventure, but at the same time stepping into the unknown can be daunting. To help you decide whether expat life is for you, we've put together this short film to give you the chance to hear the real life experiences of some of our expat employees who have made the decision to live and work in Moscow. [Watch the film ▶](#)

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Malgorzata Lubelska
Marketing Director
Moved to Russia Aug 2006

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