

## Pepsi Día de Muertos/Day of the Dead US edition

**TWO SENTENCES:** Describe the intent of your project in 100 characters

### PARAGRAPH

Pepsi celebra el Día de Muertos con una edición limitada que combina diseño, historia y cultura. Cada lata rinde homenaje a un logotipo icónico de la marca, acompañado por su década y rodeado de elementos inspirados en el arte popular mexicano. El resultado es una colección que honra el legado visual de Pepsi y conecta con una de las tradiciones más emblemáticas de América Latina. Un proyecto nacido de la colaboración entre los equipos de diseño de México y Estados Unidos, donde la creatividad trasciende fronteras para transformar la memoria en arte contemporáneo.

**THE CHALLENGE:** Explain the problem/reason the project/product was developed.

El reto fue crear una edición limitada que conectara la herencia visual de Pepsi con la esencia del Día de Muertos, una tradición latinoamericana que honra la memoria de quienes nos antecedieron. La meta: unir pasado y presente a través del diseño, evocando nostalgia y orgullo cultural.

**THE SOLVE:** How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

El resultado fue una colección de latas que rinde homenaje a los logotipos históricos de Pepsi, cada uno acompañado de la década correspondiente y de elementos artesanales inspirados en el *Día de Muertos*. Este diseño, desarrollado en colaboración entre los equipos de México y Estados Unidos, simboliza la unión entre legado e innovación, mostrando que aunque la marca evolucione, su esencia permanece.

**THE INSIGHT:** Explain why this is innovative/differentiating/award-worthy.

La innovación surge del diálogo entre culturas: cuando la creatividad trasciende fronteras, la autenticidad alcanza nuevas alturas. Este proyecto demuestra cómo la colaboración global puede reinterpretar la historia de una marca icónica para conectar emocionalmente con nuevas generaciones.

**THE DESIGN:** What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

Las latas incorporan los logotipos originales de Pepsi junto con un "Pepsi Pulse" especialmente diseñado para esta edición, inspirado en los patrones del arte tradicional mexicano. Se emplearon paletas planas derivadas de los colores característicos de cada década, con detalles gráficos que evocan las ofrendas, velas y flores del *Día de Muertos*. El equilibrio entre lo moderno y lo artesanal genera una estética nostálgica pero contemporánea.

**THE IMPACT:** What were the measurable results? (Media coverage, social reach, etc)

Resultados pendientes

**TWO SENTENCES:** Describe the intent of your project in 100 characters

A visual tribute to our roots: Pepsi honors its legacy with designs that celebrate life.

#### **PARAGRAPH**

Pepsi celebrates Día de Muertos with a limited-edition collection that fuses design, history, and culture. Each can pays tribute to an iconic Pepsi logo, paired with its corresponding decade and surrounded by artistic details inspired by traditional Mexican folklore. The result is a series that honors Pepsi's visual heritage and connects with one of Latin America's most meaningful celebrations. Born from collaboration between the Mexico and U.S. design teams, this project shows how creativity transcends borders to turn memory into contemporary art.

**THE CHALLENGE:** Explain the problem/reason the project/product was developed.

The challenge was to create a limited-edition series that connected Pepsi's visual heritage with the spirit of Día de Muertos, a Latin American tradition honoring those who came before us. The goal was to unite past and present through design, evoking both nostalgia and cultural pride.

**THE SOLVE:** How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

The solution was a collection of cans that pay homage to Pepsi's historical logos, each paired with the decade in which it appeared and enriched with artisanal details inspired by Día de Muertos iconography. Developed through collaboration between the Mexico and U.S. design teams, this project symbolizes the union of legacy and innovation—showing that even as the brand evolves, its essence remains.

**THE INSIGHT:** Explain why this is innovative/differentiating/award-worthy.

Innovation thrives when creativity transcends borders. This project demonstrates how global collaboration can reinterpret the story of an iconic brand to connect emotionally with new generations, blending cultural authenticity with timeless design.

**THE DESIGN:** What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

Each can features a historical Pepsi logo framed by a specially designed "Pepsi Pulse," inspired by the motifs of Mexican folk art. Flat color palettes were derived from the tones characteristic of each decade, while ornamental details evoke traditional Día de Muertos offerings, candles, marigolds, and papel picado. The result is a nostalgic yet modern aesthetic that celebrates both cultural tradition and brand evolution.

**THE IMPACT:** What were the measurable results? (Media coverage, social reach, etc)

Results pending.

LinkedIn Caption

For this year's Día de Muertos, a Latin American tradition that celebrates life through remembrance, color, and connection, Pepsi unveiled a series of limited-edition cans that pay tribute to our most iconic logos, each one a celebration of memory, heritage, and design evolution.

This project was made possible through a powerful collaboration between our Mexico and U.S. design teams, proving that when creativity transcends geographies, authenticity and innovation reach new heights.

Together, we reimagined the past to celebrate the present—one can at a time.

