

BRIEF: PepsiCo “Disability doesn’t Disable” Program

BACKGROUND

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. Fővárosi Ásványvíz - és Üdítőipari Zrt. have been distributing PepsiCo products since 1970 but the company only became officially part of PepsiCo Americas in 2010. In Hungary PepsiCo offers a wide range of complementary food and beverage portfolio, including global brands such as Lay’s, Cheetos, Pepsi-Cola, Lipton Ice Tea, Mountain Dew, Gatorade etc.

THE PROBLEM

Approximately 600.000 people are living with disabilities in Hungary who are mostly isolated, being dependent on family members and have difficulties finding a job or integrating into society.

Although globally there are several initiatives within PepsiCo to integrate workers with disabilities, there haven’t been any action to include disabled people to the organization in Hungary. We aim to change that by launching our newest program: “Disability doesn’t Disable”.

COMMUNICATION OBJECTIVES

The main communication objective is to build awareness of the PepsiCo “Disability doesn’t Disable” Program. With our program we would like establish PepsiCo Hungary as a company that supports people with all kind of disabilities and enables them to join our corporate family.

We would like to build an image of an open and welcoming company, where disabled people can feel valuable and contribute despite their disabilities.

Our program is not only committed to providing a job to disabled people at PepsiCo but we also aim to broaden their experiences and knowledge in multiple business aspects and enable them to compete on the labour market and help them integrate into the broader society.

BUSINESS OBJECTIVE

By integrating people with disabilities into our company we would like to make our corporate culture more colorful and diverse, furthermore, leverage their added value to our company. With this CSR program we aim to gain a competitive advantage in the market and enrich our culture.

TARGET GROUP

1. **The Public** - Raise awareness about PepsiCo’s CSR initiative
2. **People with disabilities** - Any disabled person who wants to work in a multinational environment and broaden their knowledge

INSIGHT

The overall occupancy rate of disabled people in Hungary is **as low as 15-20%**. Our initiative aims to bring forth change.

THE IDEA

New program: **PepsiCo “Disability doesn’t Disable” Program**

An annually announced one year rotation program in which our new disabled colleagues can gain experience in several business departments every three months.

We offer job opportunities in 3 categories based on educational experience and the required ability to perform in each position:

1. Tier One (higher education in related fields required)
2. Tier Two (secondary education required)
3. Tier Three (elementary proficiency required)

The program offers:

- An extensive insight into the daily work of several PepsiCo departments
- A mentor throughout the program with constant support
- Guaranteed position offer upon completion of the program
- Monthly salary and internal training to support personal development

CAMPAIGN EXECUTION

Timing

Communication period between: 2018 09.-11.- Program starts 2019 January

Task

Prepare a one year communication strategy including the following elements:

General public communication

1. PR event to promote the new program and raise awareness of the difficulties of integrating people with disabilities into the labour market

Disabled community

1. Organize and brand a job fair for disabled people. Find other companies from different industries that are willing to support the fair with offering job opportunities.
2. Build an online presence through the usage of social media platforms in order to raise awareness and communicate the PepsiCo journey of our disabled colleagues.
3. Seek out other opportunities to reach the disabled community with the program (e.g.: events, fairs, communities, festivals)

Budget

Our total budget is 18.000.000 HUF + VAT (media spending not included) with a high focus on the PR event as it is the main driver to build PepsiCo as a brand.

PR event	7.000.000HUF+VAT
Job fair	4.000.000HUF+VAT
Additional activities to reach the disabled community	5.000.000HUF+VAT
Social platforms 1 year management and communication calendar	2.000.000HUF+VAT

KPI's

- PR event reach of 9.000.0000
- Job Fair registrations: 600
- Job Fair company participants (minimum): 3
- Social Media followers: 5000