

[ **PepsiAmericas** ]



## Employee Referral Program (ERP)

### Description

PepsiAmericas approached Twirl Advertising and Design to assist with the development of their Employee Referral Program, entitled, *Who Dew You Know?* The goal of the ERP was to hire new employees in the professional category by way of current employees.

### Creative Approach

We focused on a clean, dynamic and visually interesting design. To start off, we borrowed qualities from the PepsiAmericas product, Mountain Dew, for the program logo design. It assisted with visually bridging the ERP program to PepsiAmericas employees as well as provided the dynamic quality our client desired. It also set the tone for the additional materials to follow.

Additional materials featured PepsiAmericas employees within circular shapes, linking them to the statement "who dew you know?", effectively creating a visual network of movement to get the conversation started.



poster



web site  
landing page with  
animated gifs