



PEPSI PHILIPPINES

Facebook **Campaign Audit** 3 August - 8 September 2021

AWARENESS

REACH

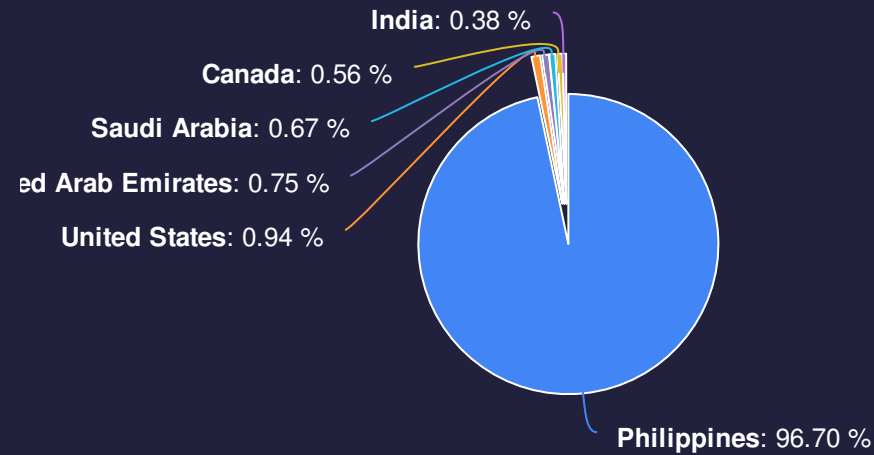
87,378,951

MAJORITY

FEMALE

AGE GROUP

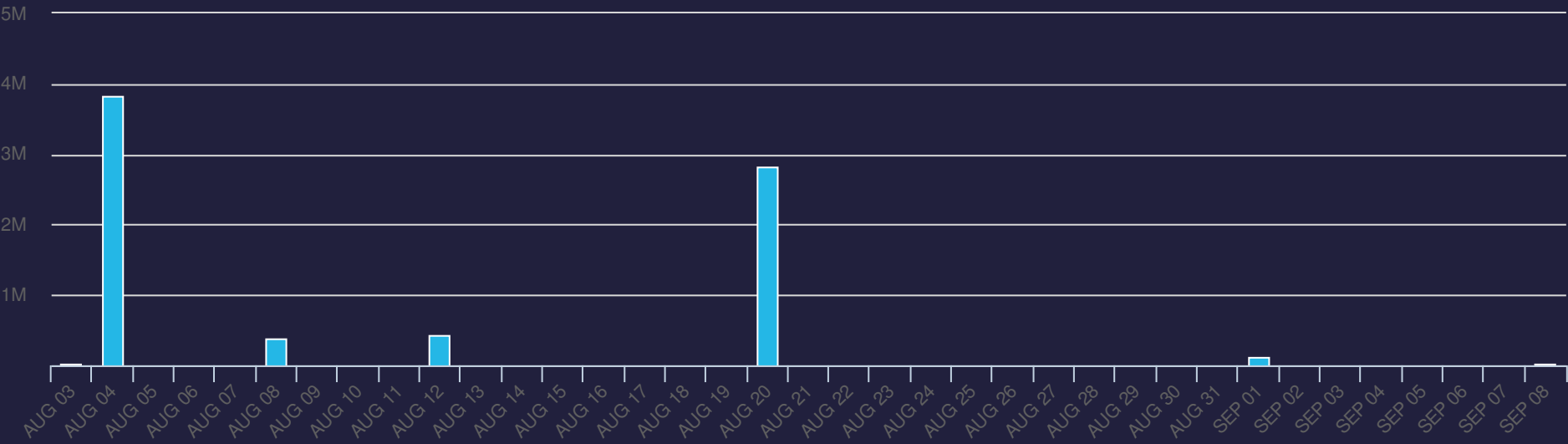
25-34



- Pepsi Philippines audience is 806,228. The brand grew by 0.15% during the campaign.
- The total number of people reached during the campaign was 87,378,951, with paid reach being at 99% of total reach.
- There were 7,661,392 engagements in total during the campaign. Most users were from Philippines and female fans accounted for 52% of the total audience, and the largest segment is the age group 25 to 34.

ACTIVITY TIMELINE

POSTS	REACH	ENGAGEMENTS	CLICKS
19	87,378,951	7,661,392	7,528,836




- Paid reach was at 100% during the campaign.
- Videos were the post format with the highest engagement rate at 6.72% during the campaign.
- The most engaging day during the campaign was Wednesday, Aug 4 with 1,918,301 engagement(s) per post.

WHAT PEOPLE ARE SAYING




MOST LIKED USER COMMENTS

 **Jade Sanchez** Ang ganda 'nung outro pang-commercial talaga boses ni Stell. ☺☺☺


04/08/21 at 11:24 HRS

👍 11 Like(s)

 **Keira Solis Vicente** Me being a KN fan and also an A'TIN! Waahhh my blue heartttt. Thank you Pepsi!☺


04/08/21 at 12:41 HRS

👍 10 Like(s)

 **Agnes Torenio** Yung Hotdog talaga at Inihaw e dagdag na natin fried chicKen☺Peru ang ganda ng boses ni Stell☺


04/08/21 at 12:09 HRS

👍 7 Like(s)

 **Allyssa** Thank you so much Pepsi!! SLMT!!SB19 | | #SB19


04/08/21 at 11:37 HRS

👍 6 Like(s)

 **DJ Macky Suson** sa wakas si Ken Suson naman nasa gitna ♥☺♥☺♥☺

08/09/21 at 12:05 HRS

👍 5 Like(s)


 **Orla Ae'jair** naul pepsi lang pala magbibigay ng matingkad na kulay sa life niyo bili na kayo ano pa inaatay niyo Daeva Maya Aoi Keegan Chevalier T res.

11/08/21 at 15:22 HRS

 **Pauline Caña** HOYYY ANG GANDA NG OUTRO STELL's voice yarrnn!!!SB19 #SB19


04/08/21 at 11:57 HRS

👍 4 Like(s)

 **Fernanne Izhabelle Almendrala Enimede** Ganda ng voice over ni Steeeeell!☺☺ SB19 #SB19

04/08/21 at 11:06 HRS

👍 4 Like(s)

 **Tine Nanit Arbitrario** Ang gwapo ng amo ko I Ken't! ☺☺☺#PepsiHitSaSarap #SB19 SB19

08/09/21 at 11:31 HRS

👍 3 Like(s)

 **Vanessa Layson** center Ken Suson ☺ SB19

08/09/21 at 19:42 HRS

👍 3 Like(s)

POST WITH THE GREATEST NUMBER OF LIKES

Video on 04/08/21 at 11:01 HRS




Samahan ng Pepsi ang favorite ulam mo para sa isang Hit Sa Sarap mealtime! #PepsiHitSaSarap

11,357 Likes
334 Comments
703 Shares
634,956 Engagement
37,349 Organic Reach
606,167 Clicks
2.79% Engagement Rate


Pepsi Philippines

 **Fernanne Izhabelle Almendrala Enimedez**
Ganda ng voice over ni Steeeee!! SB19 #SB19


04/08/21 at 11:06 HRS
4 Like(s)

 **Stephanie Medina Baltazar** KathNiel and MAHALIMA/SB19 are here☺️. Thank you Pepsi Philippines! #PepsiHitSaSarap #SB19Pagsibol #SB19

04/08/21 at 12:14 HRS
2 Like(s)

 **Jhana Cee** SB19 SAKALAM for Pepsi hihhi #SB19 MAHALIMA

04/08/21 at 14:11 HRS
2 Like(s)

 **Nailil Yram Tognopat** The Pepsi King & Queen #KathNiel cuteee

04/08/21 at 13:50 HRS
1 Like(s)



POST WITH THE HIGHEST ORGANIC REACH

Video on 04/08/21 at 11:05 HRS



Siguradong hit na hit ang favorite ulam mo 'pag may kasamang Pepsi! Ready ka na ba sa next Hit Sa Sarap mealtime mo? #PepsiHi...

1,136 Likes
413 Comments
2,071 Shares
3,201,645 Engagement
255,468 Organic Reach
3,173,393 Clicks
49.8% Engagement Rate

Pepsi Philippines

- Jade Sanchez** Ang ganda 'nung outro, pang-commercial talaga boses ni Stell. ☺☺☺

04/08/21 at 11:24 HRS

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- Allyssa** Thank you so much Pepsi!! SLMT !! SB19 || #SB19

04/08/21 at 11:37 HRS

👍 6 Like(s)



POST WITH THE GREATEST NUMBER OF COMMENTS

Video on 12/08/21 at 11:00 HRS





Ito ang secret para sa isang #PepsiHitSaSarap meal. Stop the GIF to find out!


5,810 Likes
559 Comments
213 Shares
422,890 Engagement
23,265 Organic Reach
411,648 Clicks
2.29% Engagement Rate

Pepsi Philippines


 **Kaydee Ford**   #KathNielHitSaSarap
#KathrynBernardo #DanielPadilla #KathNiel


13/08/21 at 11:14 HRS
 3 Like(s)


 **Ely Aledia** Ano po kaya ito, nsa loob hindi p po nmin naopen.

13/08/21 at 12:28 HRS
 3 Like(s)

 **Rogie Hao Gayola** Happy birthday

16/08/21 at 22:43 HRS
 1 Like(s)

 **Arvin Jherick** #PepsiHitSaSarap I got it

22/08/21 at 17:00 HRS
 1 Like(s)



POST WITH THE GREATEST NUMBER OF SHARES

Video on 04/08/21 at 11:05 HRS



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POST WITH THE GREATEST NUMBER OF CLICKS

Video on 04/08/21 at 11:05 HRS



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Pepsi Philippines

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Video on 08/09/21 at 11:00 HRS



Get ready for another one Pepsi fam!
Parating na ang MV ng HIT SA SARAP
MUKBANG REMIX! Abangan this
09.10.21! 📺 #PepsiHitSaSarap


322 Likes
180 Comments
1,024 Shares
23,974 Engagement
64,793 Organic Reach
7,608 Clicks
18.85% Engagement Rate

Pepsi Philippines

 **DJ Macky Suson** sa wakas si Ken Suson naman nasa gitna ❤️👍👍👍👍

08/09/21 at 12:05 HRS

👍 5 Like(s)

 **Tine Nanit Arbitrario** Ang gwapo ng amo ko, I Ken't! 🤔😁 #PepsiHitSaSarap #SB19 SB19

08/09/21 at 11:31 HRS

👍 3 Like(s)

 **Vanessa Layson** center Ken Suson 📺 SB19

08/09/21 at 19:42 HRS

👍 3 Like(s)

 **JacQueline Sagarino Casquijo** TARAY NI PEPSI
AYAW PADAIG KAY DUNKIN📺

08/09/21 at 11:18 HRS

👍 2 Like(s)



Photo on 08/09/21 at 11:00 HRS



Busog to the max ang #HitSarapDuet ng classic MAX's favorites mo at ice-cold Pepsi! PA-DELIVER na for the family! Get a free Pepsi Kaya All 850ml with your Max's meal here:
<https://www.foodpanda.ph/#...>

- 111 Likes
- 3 Comments
- 13 Shares
- 1,491 Engagement
- 6,674 Organic Reach
- 626 Clicks
- 0.27% Engagement Rate


Pepsi Philippines

 **Thunder Playz** ♥👤 Chose Pepsi ♥👤

09/09/21 at 05:42 HRS

 **Manuel John Ong Grancapal**

08/09/21 at 12:03 HRS

 **Nelia Tuazon** Pa photocard ka na rin Pepsi Philippines ng SB19 para mahilo A'tin sa uunahing bilhin.👤

08/09/21 at 15:15 HRS




Photo on 07/09/21 at 15:00 HRS



Talagang mas Hit sa Sarap ang kainan sa bahay with this deal! Visit the Grab app to avail of the promo and enjoy a FREE Pepsi Kaya All 850mL with every P500 purchase at selected restaurants! #PepsiHit...

- 150 Likes
- 1 Comments
- 24 Shares
- 1,555 Engagement
- 8,057 Organic Reach
- 559 Clicks
- 0.2% Engagement Rate

Pepsi Philippines

 **Tawheed UI Haq Farhan** Some friends never turn old just like PEPSI celebrating years of love, care, trust and relationship SIMPLY PEPSI

07/09/21 at 18:22 HRS



Video on 01/09/21 at 12:05 HRS



Anong #PepsiHitSaSarap combo nga ba ang favorite ni Mimi? □ Stop the GIF to find out!

- 691 Likes
- 90 Comments
- 31 Shares
- 72,560 Engagement
- 5,346 Organic Reach
- 8,368 Clicks
- 1.92% Engagement Rate

Pepsi Philippines

Inui Seishu got it

07/09/21 at 11:08 HRS

1 Like(s)

Bernard Bello Ok

05/09/21 at 22:08 HRS

Fuego Andrei basic

06/09/21 at 00:49 HRS

John Paul Silapon Quilang Dali lng pala nagawako

05/09/21 at 22:09 HRS




Photo on 01/09/21 at 11:00 HRS




Tune in na sa Hit Sa Sarap na kainan with TAPA KING Meals featuring ice-cold Pepsi! #PepsiHitSaSarapGet your free Pepsi Kaya All 850ml with your Tapa King order here: <https://www.foodpanda.ph/>

- 2,700 Likes
- 51 Comments
- 120 Shares
- 51,068 Engagement
- 15,203 Organic Reach
- 19,471 Clicks
- 0.39% Engagement Rate

Pepsi Philippines

 **Ken Ryuguji** PAGING PAGING!!! JAY JAY ROMEO G. ALORIO JR. OG KINSAY NAKABALO ASA SYA GIBUT ANG SA GINOO, PLS AYAW NALAG SABA DIHA NALANG NA SY...

02/09/21 at 21:01 HRS
2 Like(s)

 **Beaulah Sereña** mabaho ☐Jannelle Canceran ☐Beaulah Sereña ☐Marielle Navarro ☐Bea ☐Bhea ☐Jesu ☐Rico ☐ZA C Matsumoto ☐Ace ☐Cy ☐Bruce ☐Glyza ☐Nguyễn...

06/09/21 at 12:11 HRS
1 Like(s)

 **Hong Goryuu** Christa M. Montil

07/09/21 at 19:03 HRS

 **Nic Nic Frtn** Delson Torres rap ☐

07/09/21 at 17:17 HRS




Photo on 21/08/21 at 11:00 HRS



Alam niyo ba? 📱 Find out what by tapping the photo! #PepsiHitSaSarap

- 50 Likes
- 1 Comments
- 7 Shares
- 174 Engagement
- 8,699 Organic Reach
- 43 Clicks
- 1.63% Engagement Rate

Pepsi Philippines

 **Nicole Leah Santos Beatriz** Thanks for the badge!!! 🙏😊

22/08/21 at 09:26 HRS

👍 1 Like(s)



Photo on 20/08/21 at 11:05 HRS



Don't miss this hit sa sarap treat! Enjoy FREE Pepsi Kaya All 850mL with every P850 purchase at selected restaurants on Pick.A.Roo.Tara kain! #PepsiHitSaSarap <https://bit.ly/3mejMcK>

- 949 Likes
- 16 Comments
- 62 Shares
- 24,091 Engagement
- 8,348 Organic Reach
- 10,592 Clicks
- 0.33% Engagement Rate


Pepsi Philippines

 **Akhiska Pankake II** 146.00 din yan hahahah😂😂

26/08/21 at 22:23 HRS
👍 2 Like(s)

 **Sini Kohen**

23/08/21 at 23:07 HRS
👍 1 Like(s)

 **Sarah Francisco Arbolante** May Pepsi Blue pa po kayo?🤔🤔

28/08/21 at 18:16 HRS

 **Chabelita Torrevillas** Peyy b-day te👍👍👍

28/08/21 at 16:44 HRS




Video on 20/08/21 at 11:03 HRS




Iba talaga ang sarap ng perfect pairing!
□ Samahan ng Pepsi ang paboritong
niyong ulam o merienda para
#PepsiHitSaSarap!

207 Likes
20 Comments
154 Shares
2,647,000 Engagement
31,685 Organic Reach
2,928 Clicks
49.48% Engagement Rate


Pepsi Philippines

 **Aries Montalbo Suarez** Hey what's brother ☺ Ricci Rivero

22/08/21 at 19:03 HRS

 **Mei Chi** Sooooo..... Funny ni Mimi dito. Congratulations □ to be part of Pepsi jingle ad.

09/09/21 at 15:43 HRS

 **Thranduil Stonewood** yung tansan po pinapa kalawang yung inuman sa bote

04/09/21 at 10:31 HRS

 **SB Monte** Louell Monte lab hahahaha

08/09/21 at 13:47 HRS



Video on 20/08/21 at 11:01 HRS




Merienda tanghalian o anumang kainan
'yan sure na hit sa sarap basta't may
Pepsi! #PepsiHitSaSarap

4,094 Likes
200 Comments
222 Shares
159,730 Engagement
8,682 Organic Reach
30,965 Clicks
1.06% Engagement Rate

Pepsi Philippines

 **Yvonne Grace Flores** ricci cutie charot

21/08/21 at 22:14 HRS
👍 2 Like(s)

 **Reynante Solsoloy** SALUDO KAME SA MGA KAT ULAD
NYO NA KAHIT SOBRANG DAME NA NG PROBLEMA SA
MUNDO NAKUHA NYO PANG DAGDAGAN.♥

02/09/21 at 21:54 HRS
👍 1 Like(s)

 **Jake Lester** Dane Tuazon

20/08/21 at 21:38 HRS
👍 1 Like(s)

 **Phu Sheen** Pepsi PH I want that glass please ☺👍

23/08/21 at 15:10 HRS



Photo on 18/08/21 at 11:00 HRS



Andito si Mimiyyuuuh at Ricci na may dalang fresh new beat sa Pepsi Hit Sa Sarap! Abangan ang PADALOVE REMIX—coming out this Friday! 🎵
#PepsiHitSaSarap

- 69 Likes
- 3 Comments
- 8 Shares
- 258 Engagement
- 13,266 Organic Reach
- 88 Clicks
- 1.61% Engagement Rate

Pepsi Philippines

 **Travis Jay Elbambo** MIMICCI SHIPPERS, WHERE YOU GUYS AT ❤️👍

18/08/21 at 14:12 HRS

 **Jorenz Astillero** MIMICCI! 🎵


18/08/21 at 11:06 HRS

 **Zhy Abaygar**

18/08/21 at 11:08 HRS



Video on 17/08/21 at 11:00 HRS



Stay tuned on 08.20.21 for the release of the official HIT SA SARAP PADALOVE REMIX MV! 📺 #PepsiHitSaSarap

87 Likes

6 Comments

30 Shares

588 Engagement

7,460 Organic Reach


217 Clicks

5.95% Engagement Rate

Pepsi Philippines

 **Helosie Gay Mejes Perez** 📺 #PepsiHitSaSarap

17/08/21 at 11:20 HRS

 **Erlinda B. Evasco** 📺📺📺

18/08/21 at 16:46 HRS

 **Rene Miral Lunday**

17/08/21 at 11:05 HRS

 **Emms GB** Benice Roxas📺📺

17/08/21 at 11:41 HRS




Video on 08/08/21 at 11:00 HRS



From a simple kainan to an epic handaan gawing #PepsiHitSaSarap ang favorite ulam mo kasama ng Pepsi!

- 4,941 Likes
- 85 Comments
- 192 Shares
- 390,926 Engagement
- 11,383 Organic Reach
- 34,204 Clicks
- 1.91% Engagement Rate


Pepsi Philippines

 **Orla Ae'jair** naul, pepsi lang pala magbibigay ng matingkad na kulay sa life niyo, bili na kayo ano pa inaatay niyo Daeva, Maya, Aoi, Keegan, C...


11/08/21 at 15:22 HRS
5 Like(s)

 **Milyn Krista Castro** Paloma.

11/08/21 at 13:38 HRS

 **Arlene Chin Ai Villanueva** una muna po kau vls po sna pra legit hit like suscribe thank you ytc AVM vileyn tv

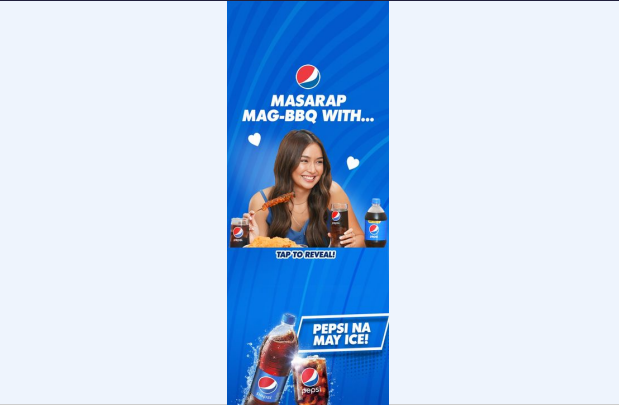
16/08/21 at 16:17 HRS

 **Knoxv Ravino** quadro de bobo Sarnai Tachima Synx D. Pinaglaban Knoxv Keide Saehj Yoshida

11/08/21 at 14:05 HRS




Photo on 06/08/21 at 11:00 HRS



Sa puso ni Kathryn isa lang ang perfect na partner! Tap the photo to find out! #PepsiHitSaSarap


- 248 Likes
- 34 Comments
- 95 Shares
- 3,805 Engagement
- 73,058 Organic Reach
- 890 Clicks
- 3.9% Engagement Rate

Pepsi Philippines

 **Niclea Villacencio Lagulos** Bebe time with BBQ
JoshCullen ☺☐

06/08/21 at 11:14 HRS
👍 1 Like(s)


 **Cerenia Dalogdog** Maganda talaga c Kath☺☺☺
08/08/21 at 07:55 HRS

 **Belle Vue** I want the baso ☺
09/08/21 at 10:47 HRS

 **Rene Miral Lunday**
06/08/21 at 11:05 HRS



Video on 03/08/21 at 18:01 HRS



Abangan this August 4 ang pinakabagong single nina Kath Daniel Mimiyyuuuh Ricci at SB19! Are you ready Pepsi Fam? 📺 #PepsiHitSaSarap

384 Likes

87 Comments

593 Shares

22,461 Engagement

90,473 Organic Reach

6,223 Clicks

16.72% Engagement Rate

Pepsi Philippines

 **Ellaine Santos** Marinel Anasan

03/08/21 at 20:40 HRS


👍 1 Like(s)

 **ခိုင် Pj ခိုင်** cutiessss

06/08/21 at 23:37 HRS

 **Nadzma Halik** Whooah! My faves 😊📺

04/08/21 at 15:59 HRS

 **Suson Eve Cullen** Live ba ito? Or yun napo yung sa Commercial? (ja)

04/08/21 at 19:34 HRS



Photo on 03/08/21 at 16:07 HRS



pepsi x MONSTER RX93!

WATCH OUT FOR

SB19
KATHRYN
DANIEL
RICCI
MIMIYUUH

AUGUST 4

Catch it on Pepsi Philippines

Handa na ba kayo bukas Pepsi Fam?
#PepsiHitSaSarap 🍷

201 Likes

26 Comments

33 Shares


1,285 Engagement

21,016 Organic Reach

429 Clicks

4.92% Engagement Rate


Pepsi Philippines

 **Mia Binatara Abdallah** pepsi anong grabe sya ohh
sb19 support layag esbi a'tin\


04/08/21 at 10:14 HRS

 **Travis Jay Elbambo** Excited na excited na♥🍷

03/08/21 at 16:12 HRS

 **Trisha Angelie Hontiveros** Whooooaaaaa can't
waittttt 💎🍷

03/08/21 at 17:24 HRS

 **Jorrie Rose Adolfo** yes we're readyyyyyyy di ba
mga kaps?🍷 #SB19

03/08/21 at 19:48 HRS



Photo on 03/08/21 at 11:47 HRS



Isang tulog nalang! #PepsiHitSaSarap ☹️

138 Likes

10 Comments

22 Shares

935 Engagement

18,225 Organic Reach


325 Clicks

4.1% Engagement Rate

Pepsi Philippines

 **Legaspi Fatima** Yes yes

03/08/21 at 14:14 HRS

 **Julia Quimada** Excited na si me, kahit di pa din ako nakaka move on sa Sundin Ang Puso☹️☹️ #PepsiHitSaSarap

03/08/21 at 21:22 HRS

 **Rhealyn Hilongos** Yes yes☹️☹️☹️

03/08/21 at 11:55 HRS

 **Gwen Ladiana** Yessss☹️☹️

03/08/21 at 11:56 HRS

