

United States - June 2023

Glow.

Pepsi

Social Responsibility Score

SRS Now



Focus: Mountain Dew | Pepsi
Reference: 7 Up | Coca-Cola | Peace Tea | Powerade | Red Bull | Sprite

GLOWFEED.COM

Brand Summary

June 2023



Social Responsibility Score

Rank	Brand	SRS	% Diff to Competitive Set	% SRS Clarity	SRS Sample Size
1	Peace Tea	54	16%	81%	●
2	Sprite	49	8%	78%	●
3	Coca-Cola	49	8%	80%	●
4	Pepsi	47	5%	77%	●
5	Powerade	46	3%	77%	●
6	7 Up	43	-3%	75%	●
7	Mountain Dew	42	-6%	75%	●
8	Red Bull	32	-42%	71%	●

SRS Summary: Pepsi

June 2023



Social Responsibility Score

47

SRS

Pepsi has an SRS score of 47 in the reporting period

5%

Difference to Competitive Set

The % difference in SRS compared to all 8 brands measured in this report

77%

SRS Clarity

77% of consumers that are aware of Pepsi are able to voice an opinion on the social and environmental credentials of the brand

97%

Brand Awareness

The % of consumers aware of the Pepsi brand

84%

% Consideration

The % of consumers that would consider buying the Pepsi brand in the future

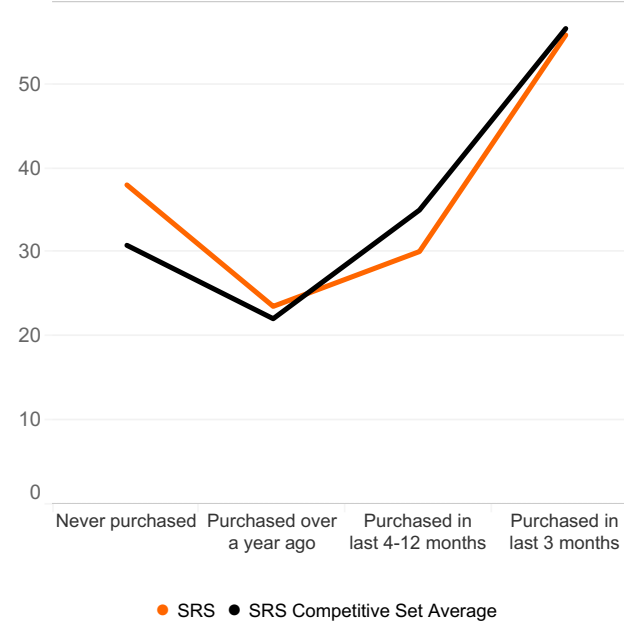
SRS by Age Group

	SRS	% Diff to Brand
Gen Z	42	-14%
Millennials	50	5%
Gen X	47	-1%
Baby Boomers	47	0%

SRS by Household Income

	SRS	% Diff to ..
Under \$75,000	42	-12%
\$75,000 and over	57	17%

SRS by Purchase Recency



SRS by Family

	SRS	% Diff to Brand
No Kids in Family	44	-9%
Kids in Family	52	9%

SRS by Gender

	SRS	% Diff to Brand
Female	43	-10%
Male	52	8%

SRS Splits: Pepsi

June 2023

47

SRS

Pepsi has an SRS score of 47 in the reporting period

45

Competitive Set Average

The Competitive Set has an SRS score of 45 in the reporting period

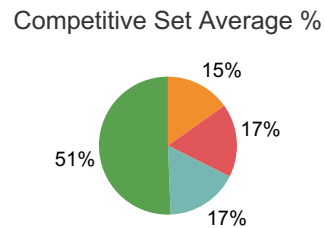
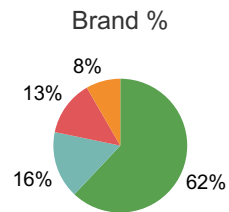
5%

% Diff. to Competitive Set

Pepsi has a variance of 5% to the Competitive Set

SRS by Purchase Recency

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Never purchased	38	31	19%
Purchased over a year ago	24	22	6%
Purchased in last 4-12 months	30	35	-16%
Purchased in last 3 months	56	57	-1%



■ Purchased in last 3 months
■ Purchased in last 4-12 months

■ Purchased over a year ago
■ Never purchased

SRS by Demographic Splits

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Gen Z	42	43	-5%
Millennials	50	50	1%
Gen X	47	39	16%
Baby Boomers	47	41	13%

SRS by Gender

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Female	43	41	6%
Male	52	50	4%

SRS by Annual Household Income

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Under \$75,000	42	40	5%
\$75,000 and over	57	55	4%

SRS by Family

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
No Kids in Family	44	40	9%
Kids in Family	52	51	2%



Social Responsibility Score

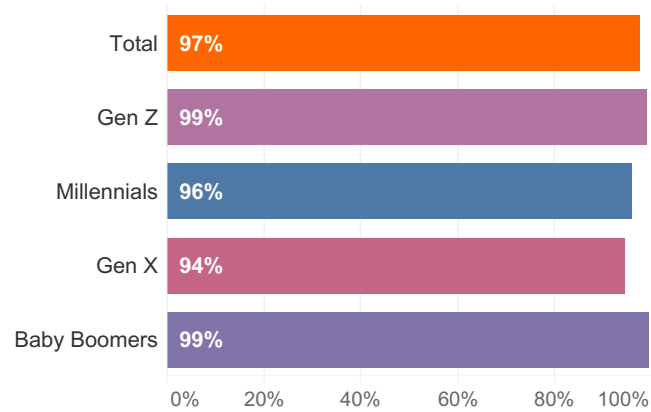
Funnel Metrics: Pepsi

June 2023

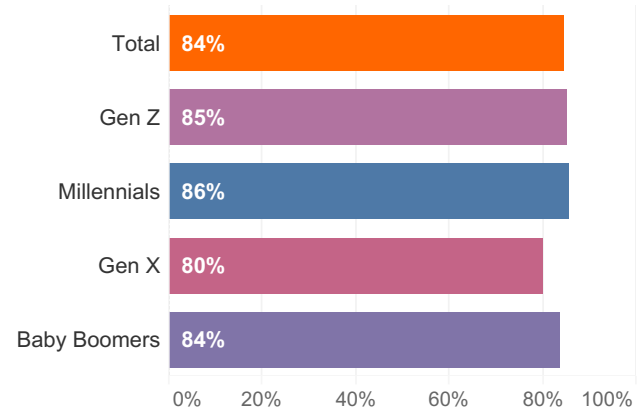


Social Responsibility Score

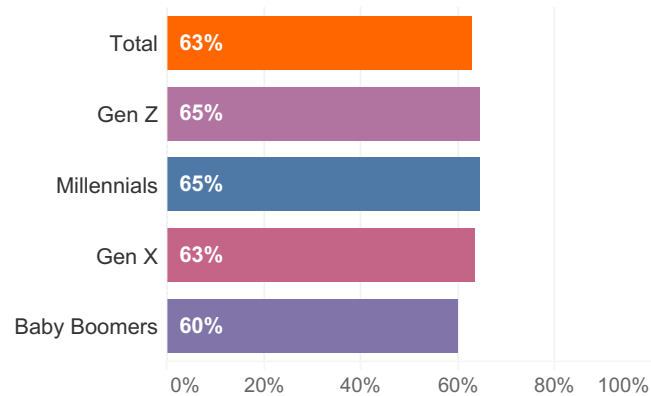
Awareness



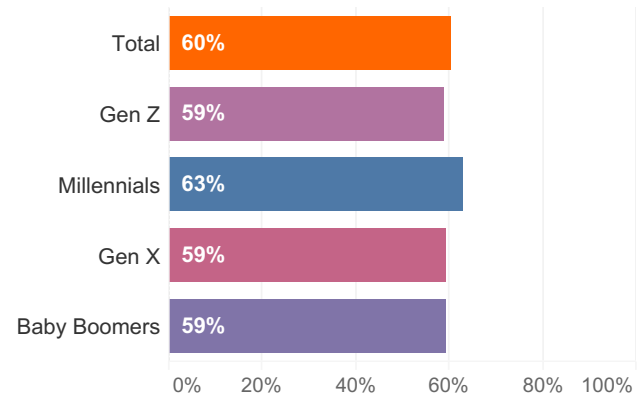
Consideration



Preference



Purchase

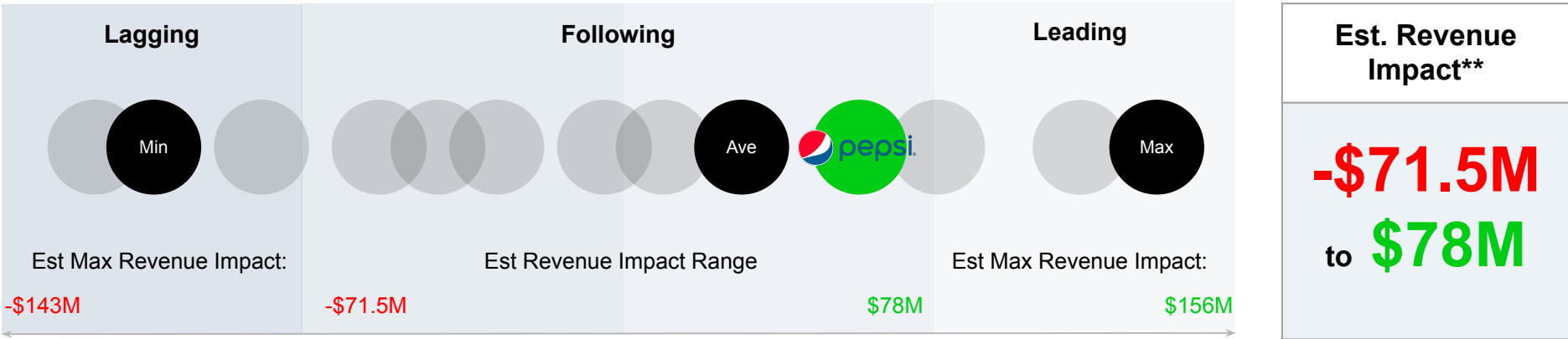


Brand Risk Report: Pepsi

June 2023



Industry	Country	Revenue Group (Annual Sales)	SRS	SRS Diff to Competitive Set	SRS Competitive Set Position	SRS Grouping*
Food & Grocery	USA	\$3B to \$10B	47	+5%	04/08	FOLLOWING



* Brands are grouped into three categories of performance based on their relative score (where comparable brands are available to do so) as shown in the key to the right

** Indicative revenue impact from current SRS performance may vary significantly based on unmodelled factors including brand health, pricing and distribution factors. Data should never be used in isolation, Glow takes no responsibility for the use or application of this data in decision making.

*** Min, Max and Ave refer to SRS for competitive set.

Key to performance categorization

- LEADING**
Top 25% of Brands in Industry
- FOLLOWING**
Middle 50% of Brands in Industry
- LAGGING**
Bottom 25% of Brands in Industry

SRS Summary: Mountain Dew

June 2023



Social Responsibility Score

42

SRS

Mountain Dew has an SRS score of 42 in the reporting period

-6%

Difference to Competitive Set

The % difference in SRS compared to all 8 brands measured in this report

75%

SRS Clarity

75% of consumers that are aware of Mountain Dew are able to voice an opinion on the social and environmental credentials of the brand

95%

Brand Awareness

The % of consumers aware of the Mountain Dew brand

73%

% Consideration

The % of consumers that would consider buying the Mountain Dew brand in the future

SRS by Age Group

	SRS	% Diff to Brand
Gen Z	47	10%
Millennials	47	11%
Gen X	37	-14%
Baby Boomers	35	-19%

SRS by Family

	SRS	% Diff to Brand
No Kids in Family	36	-18%
Kids in Family	50	15%

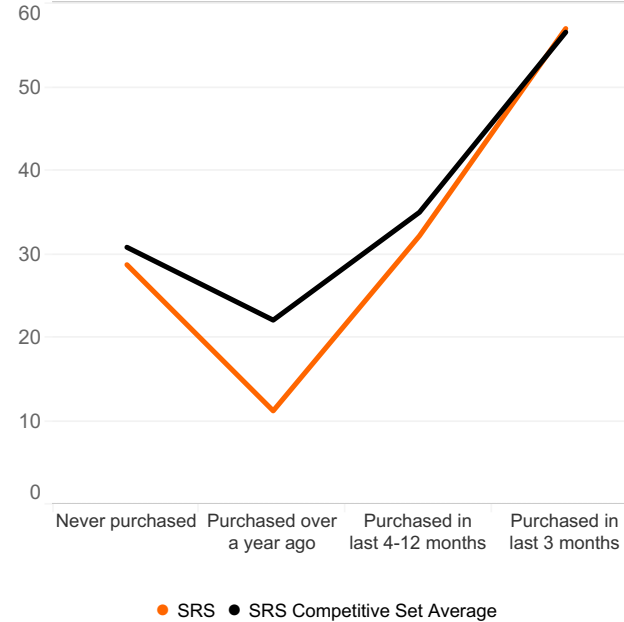
SRS by Household Income

	SRS	% Diff to ..
Under \$75,000	38	-10%
\$75,000 and over	49	15%

SRS by Gender

	SRS	% Diff to Brand
Female	37	-13%
Male	47	11%

SRS by Purchase Recency



SRS Splits: Mountain Dew

June 2023

42

SRS

Mountain Dew has an SRS score of 42 in the reporting period

45

Competitive Set Average

The Competitive Set has an SRS score of 45 in the reporting period

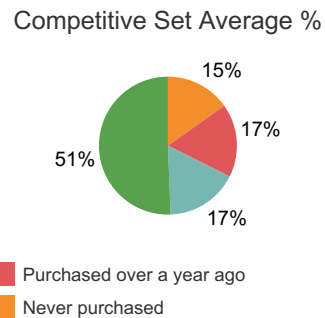
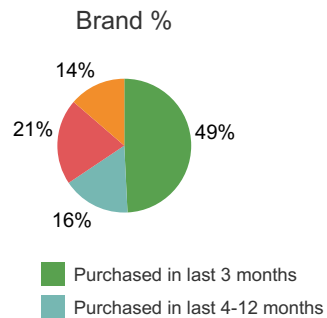
-6%

% Diff. to Competitive Set

Mountain Dew has a variance of -6% to the Competitive Set

SRS by Purchase Recency

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Never purchased	29	31	-7%
Purchased over a year ago	11	22	-97%
Purchased in last 4-12 months	32	35	-9%
Purchased in last 3 months	57	57	1%



SRS by Demographic Splits

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Gen Z	47	43	7%
Millennials	47	50	-5%
Gen X	37	39	-7%
Baby Boomers	35	41	-17%

SRS by Gender

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Female	37	41	-8%
Male	47	50	-5%

SRS by Annual Household Income

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
Under \$75,000	38	40	-6%
\$75,000 and over	49	55	-11%

SRS by Family

	Brand SRS	Competitive Set Average	% Difference to Competitive Set
No Kids in Family	36	40	-11%
Kids in Family	50	51	-3%



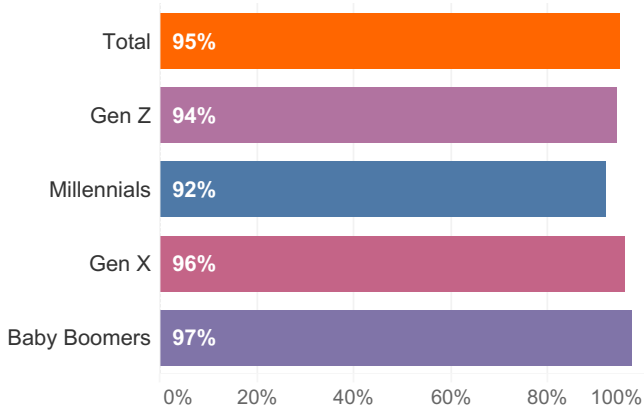
Social Responsibility Score

Funnel Metrics: Mountain Dew

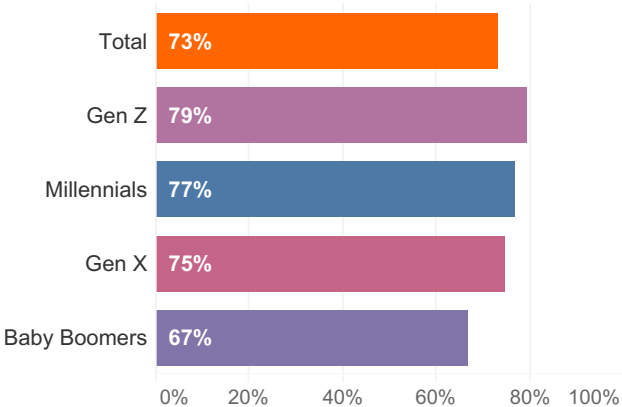
June 2023



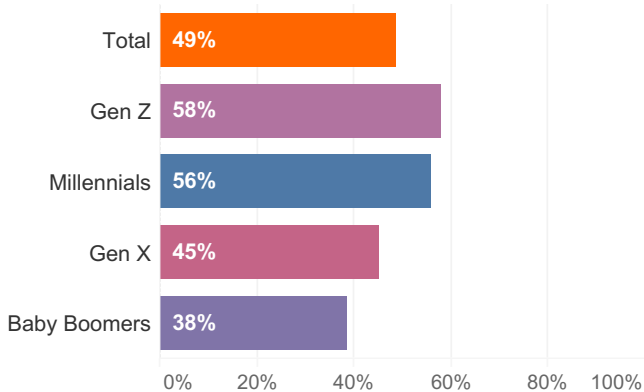
Awareness



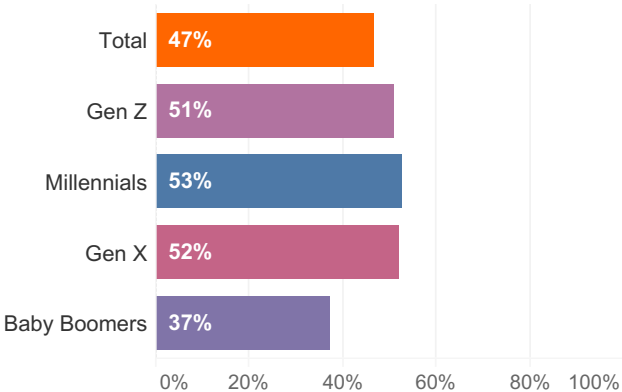
Consideration



Preference



Purchase

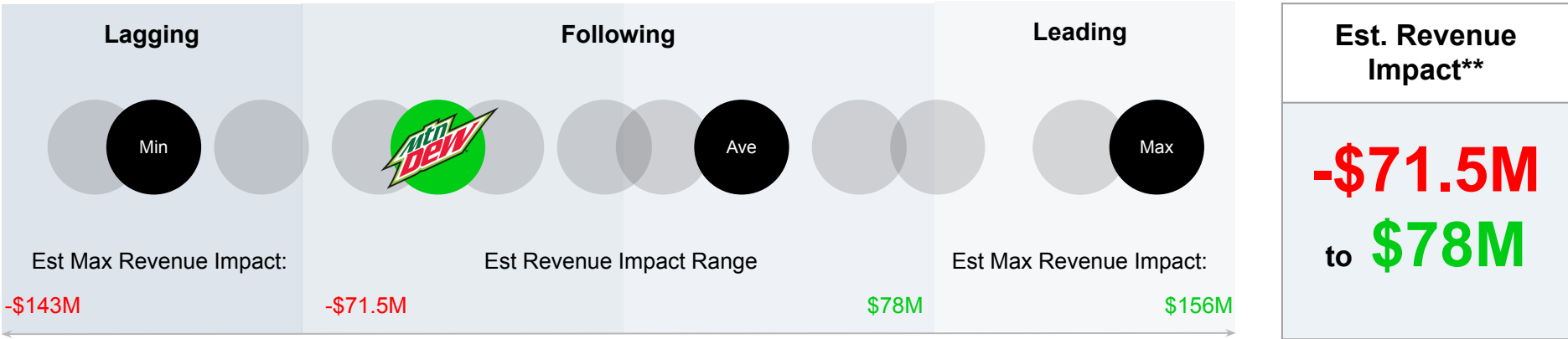


Brand Risk Report: Mountain Dew

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Bottom 25% of Brands in Industry

Data Dictionary

What is Social Responsibility Score (SRS)?

Social Responsibility Score (SRS) is a single metric that ranges from -100 to +100 capturing how socially and environmentally responsible (or irresponsible) consumers view brands. Consumers are only asked to rate brands they know and are able to answer 'don't know' if they don't have a clear opinion of a brand's social and environmental credentials.

% Diff to Competitive Set

Comparison of a brand's SRS to the average SRS for all brands included in the report

SRS Clarity %

The % of respondents who were aware of the brand, who then gave the brand a Social Responsibility Score.

As respondents have the option of selecting 'don't know' when asked about the Social Responsibility of the brand, this metric shows how well understood by consumers a brand's ESG efforts are (high % means most consumers have a view suggesting your brand's ESG performance - whether good or bad - is well understood, while a lower % suggests consumers do not have a clear viewpoint on your ESG activities)

Brand Awareness %

The % of respondents who confirmed they knew this brand

Consideration %

The % of respondents that stated that they would consider buying the brand - "It would be my first choice", "I would seriously consider it", "I might consider it"

Preference %

The % of respondents that stated that they had a preference for buying the brand - "It would be my first choice", "I would seriously consider it"

Purchase %

The % of respondents that stated that they had purchased the brand in the last 3 months

SRS Sample Size

The total number of respondents who have given an SRS for the brand (equal to Total Sample Size x Brand Awareness x SRS Clarity).

Green = 400+ respondents have given the brand a Social Responsibility Score

Amber = 100 to 399 respondents have given the brand a Social Responsibility Score

Red = Under 100 respondents have given the brand a Social Responsibility Score

% Diff to Brand

Comparison of the brand's SRS for a specific demographic split to the overall SRS for the brand