

TPW 2024 - PFNA DEI Team

Contact Point:

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Frito Lay, Inc.
7701 Legacy Drive
Plano TX 75024

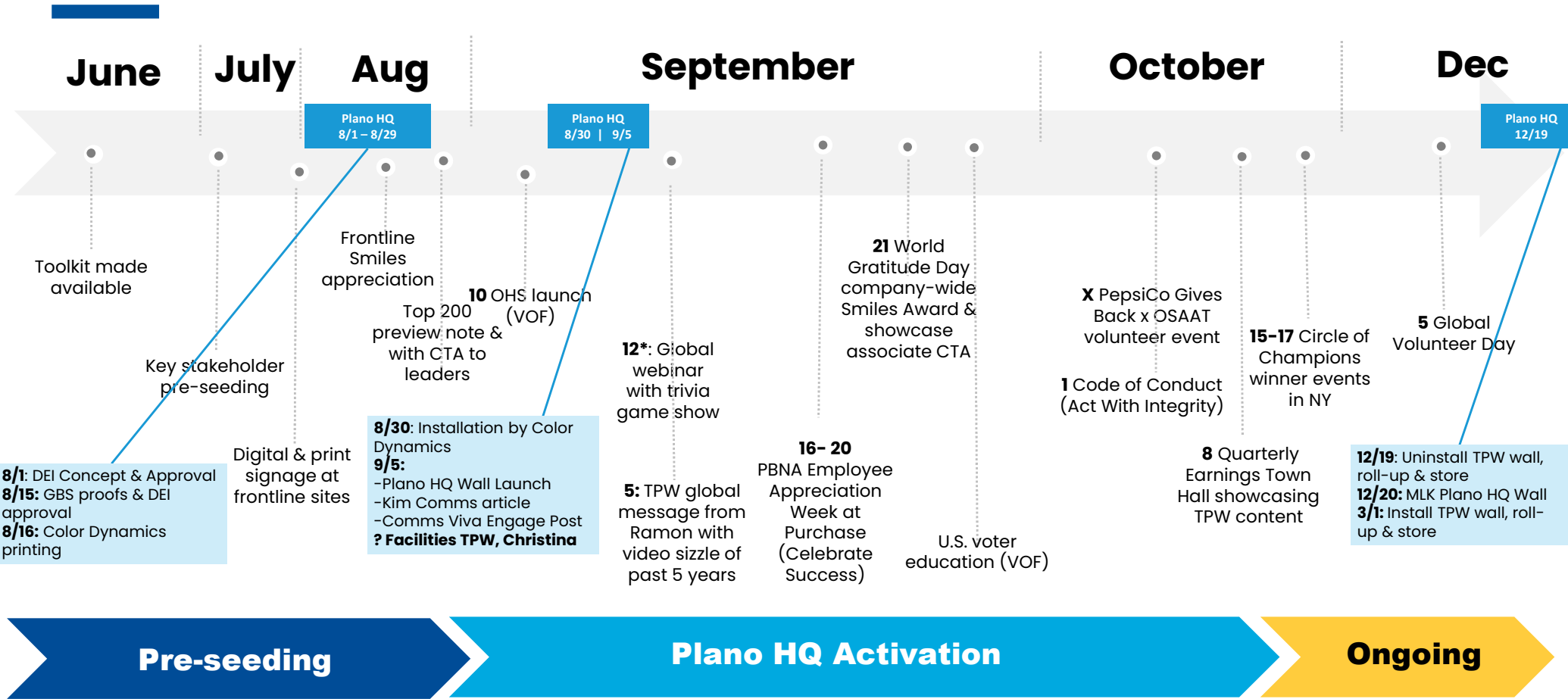
Supporting:

Jess Benaglio, PFNA DEI Director

Renata Garcia Prieto Palacios Roji, PFNA DEI Manager



TPW Glo-cal Activation Timeline & Plano HQ



Plano HQ Project Overview

Plano HQ ERG Didactic Gallery Print Interactive Wall

- Create an interactive wall that features the 7 TPW behaviors, 3 primary actions, and encourages associates to participate by taking a selfie, posting it on Viva Engage, and sharing how they live this behavior.
- Hang TPW 5-year anniversary logo on 1st panel (sticky tape. Remove at a later date to continue TPW Wall)
- Stickers of TPW 5-year anniversary logo (3" Circle, color, 1-sided). Plexi box next to wall will hold stickers as take-away.

Plano HQ Facilities

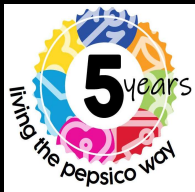
- Christina Loaiza, installation of graphics in hallways TBD

GBS Team:

- Cost \$0.
- Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms – Issuu](#)
- Graphic Resources available in DropBox: Archive files [here](#). And the fonts, InDesign layouts, and all the retouched images. in this [subfolder](#).

Color Dynamics Printer:

- Cost dependent on size and **material we select**
- Installation quote, see attached



How are you putting The PepsiCo Way into action?

Take a selfie and tell us how you live TPW at work, with your team, or at home.



Viva Engage
#CelebrateTPW

- HISTORY OF TPW GOES HERE...The PepsiCo Way is the foundation that enables us to meet our vision and mission.
- The behaviors serve as a guidepost of how every employee—frontline or professional, newly hired or seasoned—should approach their work and relationships at PepsiCo

be consumer centric

1

Take a selfie and post it on Viva Engage #CelebrateTPW

1 PRIMARY ACTION
Constantly innovate to create more value for end consumers.

2 PRIMARY ACTION
Use data and empathy to understand and anticipate the needs of our end consumers.

3 PRIMARY ACTION
Factor the end consumer into every decision we make.

act as owners

2

Take a selfie and post it on Viva Engage #CelebrateTPW

1 PRIMARY ACTION
Continuously seek new opportunities for growth, efficiencies, and accelerating pep+.

2 PRIMARY ACTION
Take calculated risks and stimulate others to do the same.

3 PRIMARY ACTION
Think end to end; do what is best for PepsiCo as a whole and not just for your own area.

voice opinions fearlessly

3

Take a selfie and post it on Viva Engage #CelebrateTPW

1 PRIMARY ACTION
Create a transparent, safe space for different opinions.

2 PRIMARY ACTION
Actively seek feedback, listen, and be curious.

3 PRIMARY ACTION
Respectfully challenge decisions when you disagree.

All 7 behaviors along the 24 feet of wall in the ERG Didactic Hallway on the 1st floor at Plano HQ.

Installation 8/26, removal would be end of December so that the wall can be used for MLK.



The PepsiCo Way is the foundation that enables us to meet our vision and mission.

These seven behaviors serve as a guidepost of how every employee—frontline or professional, newly hired or seasoned—should approach their work and relationships at PepsiCo.

Our commitment to these behaviors over the past 5 years have played a pivotal role in shaping the positive impact we've had on our colleagues, customers, consumers, stakeholders, and communities. By living The PepsiCo Way we're building a Faster, Stronger and Better company. actions and company moments.

Share how you are putting the pepsiCo way into action by

- Take a selfie with one of TPW behavior to the right
- Post the selfie on Viva Engage #CelebrateTPW
- And share how you live TPW at work, with your team, or at home
- Viva Engage



Panel 1 August 30 – November 1

Copy for Panel 1

[Graphic: 5 year Anniversary Logo]

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- Viva Engage [Graphic: QR Code TBD <https://engage.cloud.microsoft/main/org/pepsico.com/groups/eyJfdHlwZSI6Ikdya3VwIiwiaWQiOiJkMjc3OTQ4NyJ9/new>]

Copy approved 8/13/24, Jess Benaglio



the pepsiCo way

How are you are putting The PepsiCo

Way into action?

Take a selfie and tell us how you live TPW at work, with your team, or at home.



Viva Engage
#CelebrateTPW

HISTORY OF TPW GOES HERE. The

MOCK-UP ONLY
See copy slide 7

professional, newly hired or seasoned—
should approach their work and
relationships at PepsiCo

be consumer centric

1



Take a selfie and post it on Viva Engage #CelebrateTPW




PRIMARY ACTION 1
1
Constantly innovate to create more value for end consumers.

PRIMARY ACTION 2
2
Use data and empathy to understand and anticipate the needs of our end consumers.


PRIMARY ACTION 3
3
Factor the end consumer into every decision we make.

act as owners

2



Take a selfie and post it on Viva Engage #CelebrateTPW




PRIMARY ACTION 1
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Continuously seek new opportunities for growth, efficiencies, and accelerating pep+.

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voice opinions fearlessly

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Take a selfie and post it on Viva Engage #CelebrateTPW



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- Take a selfie with one of TPW behavior to the right
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- And share how you live TPW at work, with your team, or at home
- Viva Engage



Replace Panel 1 on November 1 - ? Copy for Panel 1

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- Viva Engage [Graphic: QR Code TBD <https://engage.cloud.microsoft/main/org/pepsico.com/groups/eyJfdHlwZSI6Ikdyb3VwIiwiaWQiOiIxMDC3OTQ4NyJ9/new>]

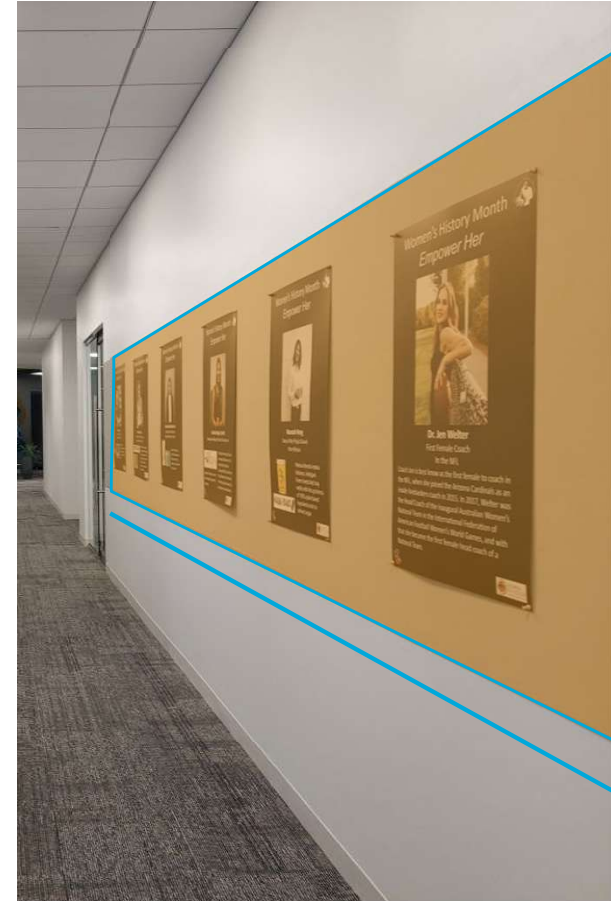
Copy approved 8/13/24, Jess Benaglio

Didactic Gallery Specs

Final Size:

- Size: Width 24' x Height 4' x 4' ¾"
- 8 panels 36" width x 48.75" height + extra black panel

Panel 1	Panel 2	Panel 3	Panel 4	Panel 5	Panel 6	Panel 7	Panel 8
36" width 48.75" height	36" width 48.75" height	36" width 48.75" height	36" width 48.75" height	36" width 48.75" height	36" width 48.75" height	36" width 48.75" height	36" width 48.75" height
5-year Anniversary Focus							
Panel 1.A							
36" width 48.75" height							
TPW General Focus							



Wall Specs:
Height 48.75"
(4' ¾ wide)

Width 288"
(24' wide)

Updates:

Cancel: Hanging 5-year anniversary logo

Cancel: Stickers of 5-year anniversary logo



1. Each panel should be resized from:
36 inch_w x 57 inch h_

Correct size is:

36 inch w x 48.75 inch h

48.75
inch h

2. Delete this last
bullet & QR Code.

3. We prefer the PRIMARY
ACTION going across
horizontally.

4. QR Code seems very
large. What's the current
size in inches?

(we think QR Code should
be 4"x4" maximum size)

5. We prefer the text color
in BLACK.

the pepsico way

be consumer centric

5 years living the pepsico way

... is the foundation that enables us to meet our vision

... behaviors serve as a guidepost of how every line or professional, newly hired or seasoned—should work and relationships at PepsiCo.

... t to these behaviors over the past 5 years have l role in shaping the positive impact we've had on our omers, consumers, stakeholders, and communities. psico Way we're building a Faster, Stronger and

... are putting the pepsico way into action by with one of TPW behavior to the right on Viva Engage #CelebrateTPW

... And share how you live TPW at work, with your team, or at home Viva Engage

PRIMARY ACTION 1
1
Constantly innovate to create more value for end consumers.

PRIMARY ACTION 2
2
Use data and empathy to understand and anticipate the needs of our end consumers.

PRIMARY ACTION 3
3
Factor the end consumer into every decision we make.

Selfie

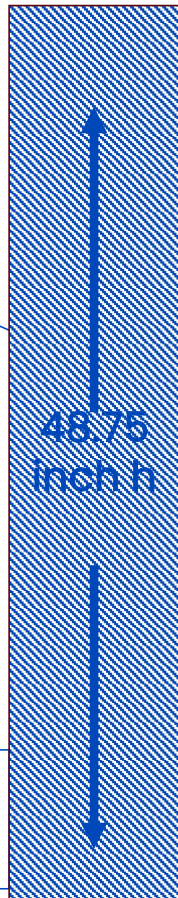
Take a selfie and post it on Viva Engage #CelebrateTPW

QR Code

1. Each panel should be resized from:
36 inch_w x 57 inch h_

Correct size is:

36 inch_w x 48.75 inch_h





2. Delete this last bullet & QR Code.

A graphic design for 'the pepsiCo way'. The top section features a colorful geometric pattern with orange and white vertical stripes, a red triangle, a pink triangle, a blue triangle, a green square with two yellow circles, and a blue square with two yellow circles. Below this is a black text area with white text. The text reads: 'The PepsiCo Way is the foundation that enables us to meet our vision and mission. These seven behaviors serve as a guidepost of how every employee—frontline or professional, newly hired or seasoned—should approach their work and relationships at PepsiCo. Our commitment to these behaviors plays a pivotal role in shaping the positive impact we have on our colleagues, customers, consumers, stakeholders, and communities. By living The PepsiCo Way we're building a Faster, Stronger and Better company. Share how you are putting the pepsiCo way into action by' followed by a list of three bullet points: 'Take a selfie with one of TPW behavior to the right', 'Post the selfie on Viva Engage #CelebrateTPW', and 'And share how you live TPW at work, with your team, or at home'. The last bullet point is crossed out with a blue scribble. Below the list is a QR code and the text 'Viva Engage'. At the bottom of the graphic is a mobile interface with a back arrow, a home button, and a search icon.

Print Quote Final:

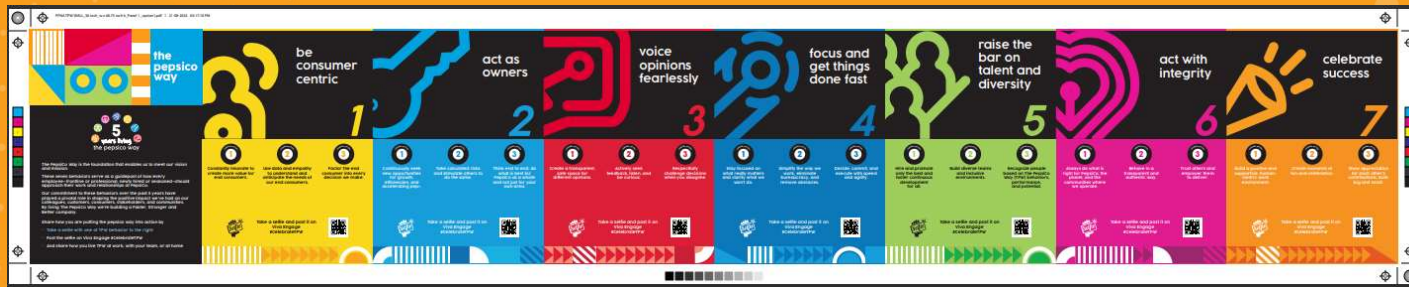
36"x48.75" Printed

		ColorDynamics 252 East Barkhary Drive Allen TX 75002 T: (972) 360-6500 Fax: 10 75-2493626									
<hr/>											
Quote Q046000v3											
Company: Prito Lay HQ Prito Lay HQ 7701 Legacy Drive Plano TX 75024 United States		Page: 1 of 2 Quote Date: 08/15/14 Customer Account: 4687 Account Manager: Rob Hunday									
Contact: Linda Michael Email: Linda.Michael.Contractor@pepico.com											
Hi Linda, Thank you for your quote request.											
Product 1											
Job Title: TPW 5th Anniversary Signage Description: 36"x48.75" Printed Sign x 2 side on 9th Matte Cover Proof: PDF Proof Finishing: Cold Cut Size: 36"x48.75" Roll with Packaging: Carton Pack @ 1											
Delivery Address: Linda Michael, Prito Lay Corporate, 7701 Legacy Drive, Plano, TX 75024 (49)											
Quantity: 1 x 9 Versions Unit Price (Ex Tax): \$71.11 Price (Ex Tax): \$640.00 Tax: \$52.80 Total (Inc Tax): \$692.80											
<hr/> TERMS AND CONDITIONS All quotes are valid 30 days from above date. ColorDynamics has the option to re-estimate the project at the time of submission by the customer if the project does not conform to the original specifications quoted. If prices increase in the cost of paper or any raw materials ColorDynamics will revise the quote with the current material costs at the time of the order. Some jobs with high material cost may require an advance invoice to cover the raw material cost. We appreciate the opportunity to provide your graphic communication needs!											
		ColorDynamics 252 East Barkhary Drive Allen TX 75002 T: (972) 360-6500 Fax: 10 75-2493626									
<hr/>											
Quote Q046000v3											
Company: Prito Lay HQ Prito Lay HQ 7701 Legacy Drive Plano TX 75024 United States		Page: 2 of 2 Quote Date: 08/15/14 Customer Account: 4687 Account Manager: Rob Hunday									
Contact: Linda Michael Email: Linda.Michael.Contractor@pepico.com											
Product 2											
Job Title: Installation Description: 9 total panels, 36 x 48.75 each Install 8 panels (9th is extra to be used later) using push pins/thumbtacks											
Delivery Address: Linda Michael, Prito Lay Corporate, 7701 Legacy Drive, Plano, TX 75024 (48)											
Quantity: 8 Unit Price (Ex Tax): \$132.50 Price (Ex Tax): \$1,060.00 Tax: \$87.45 Total (Inc Tax): \$1,147.45											
<table border="1" data-bbox="829 1274 961 1339"> <tr> <td>Subtotal:</td> <td>\$1,700.00</td> </tr> <tr> <td>Freight:</td> <td>\$0.00</td> </tr> <tr> <td>Tax:</td> <td>\$140.25</td> </tr> <tr> <td>Total:</td> <td>\$1,840.25</td> </tr> </table>				Subtotal:	\$1,700.00	Freight:	\$0.00	Tax:	\$140.25	Total:	\$1,840.25
Subtotal:	\$1,700.00										
Freight:	\$0.00										
Tax:	\$140.25										
Total:	\$1,840.25										
Thank you, Rob Hunday											

TPW WALL PROOF

DEI TEAM: 8-21-24

PANELS 1-8



PANEL 1A

the pepsi way

The PepsiCo Way is the foundation that enables us to meet our vision and mission.

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Share how you are putting the pepsi way into action by

- Take a selfie with one of TPW behaviors to the right
- Post the selfie on Viva Engage #CelebrateTPW
- And share how you live TPW at work, with your team, or at home

REFERENCE: Copy for Panel 1 & 1A

Tue, 8/13 email re: Edits for copy from Jess

Panel 1: 5-year anniversary focus, will be up from Aug 30 to Nov 1

[Graphic: 5 year Anniversary Logo]

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Share how you are putting the pepsico way into action by

- Take a selfie with one of TPW behaviors to the right
 - Post the selfie on Viva Engage #CelebrateTPW
 - And share how you live TPW at work, with your team, or at home
- ← Viva Engage [Graphic: QR Code]

Panel 1A: General TPW focus, will be up Nov 1 until next group MLK needs the wall (tbd)

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Share how you are putting the pepsico way into action by

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 - Post the selfie on Viva Engage #CelebrateTPW
 - And share how you live TPW at work, with your team, or at home
- ← Viva Engage [Graphic: QR Code]

Panel 1 – TPW 5 year logo

Updates from last proof:

- Yes done: Correct size "PFNA TPW WALL_36 inch_w x 48.75"
- Yes done: Delete this last bullet & QR Code.

Aug 21 Proof Updates:

- First bullet point add "s" to behaviors

the pepsiCo way

5 years living the pepsiCo way

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Panel 1A

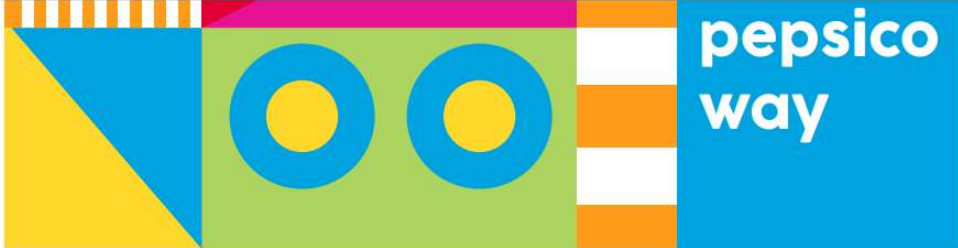
Aug 21 Proof Updates:

Updates from last proof:

- Yes done: Copy proofed.

Aug 21 Proof Updates:

- First bullet point add "s" to behaviors



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Panel 2

Aug 21 Proof Updates:

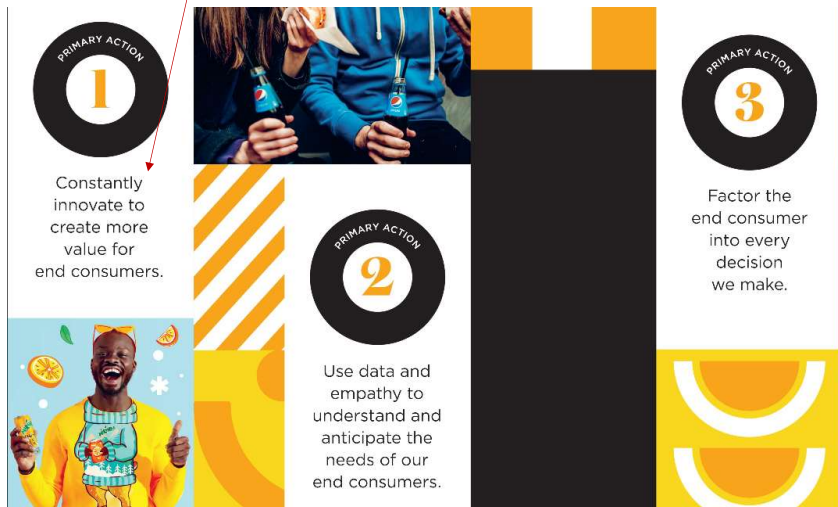
Yes done: Reduce the size lower area Selfie.

Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- For ALL panes with Primary Action & text. Increase the size of graphics & text. Here's an example of large size.
- Use the same lines for Primary Action text so that it fills the space below the graphic. For example, the primary action text below is on 5 lines vs. 3 lines.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms – Issuu](#)



Panel 3

Aug 21 Proof Updates:

Yes done: Reduce the size lower area Selfie.

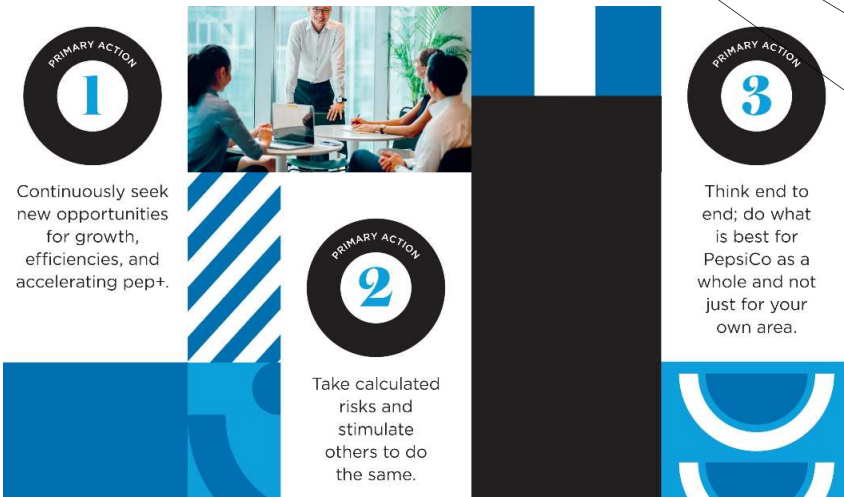
Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- Can you increase the size of the Primary Action Graphic & text

- We prefer the selfie icon and text in **BLACK** color font.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms – Issuu](#)



Panel 4

Aug 21 Proof Updates:

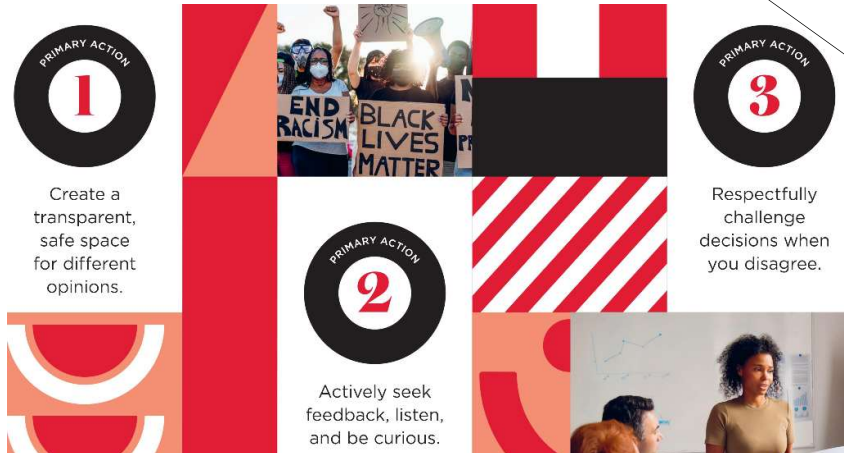
Yes done: Reduce the size lower area Selfie.

Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- Can you increase the size of the Primary Action Graphic & text
- We prefer the selfie icon and text in **BLACK** color font.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms – Issuu](#)



Panel 5

Aug 21 Proof Updates:

Yes done: Reduce the size lower area Selfie.

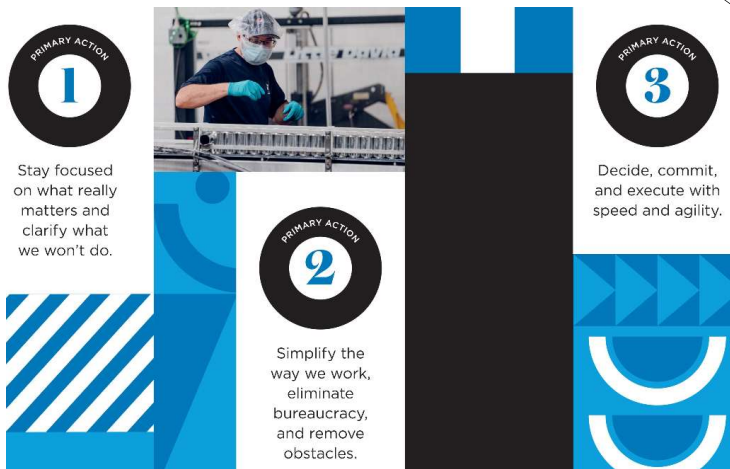
Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- Can you increase the size of the Primary Action Graphic & text

- We prefer the selfie icon and text in **BLACK** color font.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms - ISSUU](#)



Panel 6

Aug 21 Proof Updates:

Yes done: Reduce the size lower area Selfie.

Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- For ALL panes with Primary Action & text. Increase the size of graphics & text. Here's an example of large size.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms – Issuu](#)



Hire and promote only the best and foster continuous development for all.



Build diverse teams and inclusive environments.



Recognize people based on The PepsiCo Way (TPW) behaviors, performance, and potential.



raise the bar on talent and diversity

5

1 PRIMARY ACTION
Hire and promote only the best and foster continuous development for all.

2 PRIMARY ACTION
Build diverse teams and inclusive environments.

3 PRIMARY ACTION
Recognize people based on The PepsiCo Way (TPW) behaviors, performance, and potential.

Selfie
Take a selfie and post it on Viva Engage #CelebrateTPW

Panel 7

Aug 21 Proof Updates:

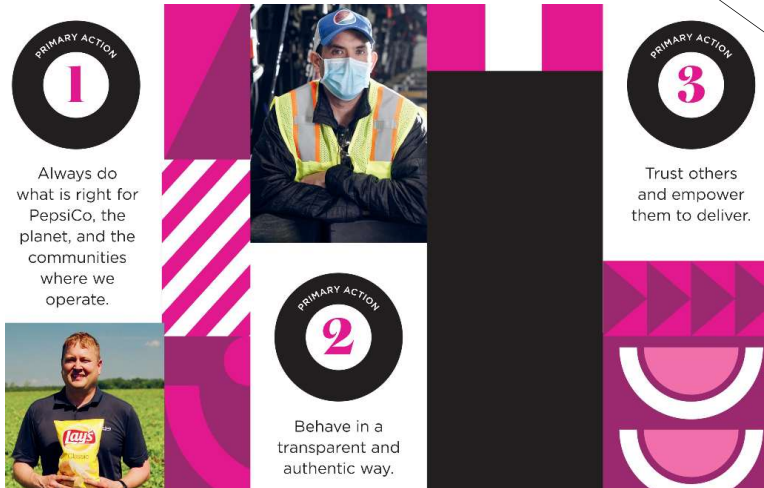
Yes done: Reduce the size lower area Selfie.

Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- Can you increase the size of the Primary Action Graphic & text
- We prefer the selfie icon and text in **BLACK** color font.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms - Issuu](#)



Panel 8

Aug 21 Proof Updates:

Yes done: Reduce the size lower area Selfie.

Yes done: Confirmed text for Primary Action matches TPW Book

Update:

- Can you increase the size of the Primary Action Graphic & text

- We prefer the selfie icon and text in **BLACK** color font.

REF: Repurpose graphics from the 2022 TPW book: [The PepsiCo Way: A Cultural Transformation by PepsiCoComms - ISSUU](#)

