



PEPSICO TAPS WEBER SHANDWICK FOR DIET PEPSI PR

PepsiCo has hired Interpublic Group of Cos' Weber Shandwick to handle the PR for their Diet Pepsi account. A Pepsi representative stated that they were impressed by the creativity and overall approach Weber took with a previous campaign they did for the Pepsi Next launch, and wanted to see what Weber could create for Diet Pepsi. It has been stated that this agency change is the last in the set of PR changes for the company for now. PepsiCo will continue to work with several of their current agencies on a project basis. Overall, Weber's scope will be to boost the struggling brand.

Read the full article here:

[PepsiCo Taps Weber Shandwick for Diet Pepsi PR](#)

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