

Case Study



"It's a pleasure working with CheckoutSmart as the lead for our Digital Coupon Project. Their Account Manager has been efficient at pulling together last-minute proposals for new campaigns and has been great at supporting us with guidance and advice on the activations and offers. The thorough evaluations shared help us learn best practices for future campaigns too."

**Shopper Marketing
Manager
Pepsi**

CheckoutSmart
Helping shoppers shop smarter

Maximum Taste, No Sugar!

Pepsi MAX is the fizz-popping, taste rocking, sugar free cola - bursting with taste and bold refreshment.

The perfect drink for fun times together, at home or on the go!

Pick up a 500ml bottle **FREE** at Tesco!

FREE

Offer: FREE in-store and online at Tesco

Pepsi Max 500ml
Pepsi Max Cherry 500ml

Current retail price: Tesco - £1.30

[Click here to see current offers](#)

CheckoutSmart member email

* Individual timings and results will vary

Sampling & Reviews Pepsi Max in Tesco

The Brief...

The PepsiCo Tesco team tasked CheckoutSmart with delivering 2 important objectives:

1. Driving sampling of 2 Pepsi Max SKUs (500 ml and 500ml Cherry) in Tesco
2. Adding 100% verified purchase consumer reviews onto the Tesco.com site.

To be delivered quickly and to a capped budget.

What we did...

We created a cashback campaign offering free trials of each SKU through our app and website, just in Tesco in-store (CheckoutSmart can cover any retailer online or in-store, with activity starting the same day if needed).

After the free trial / sampling campaign was running we followed up with known members of our Ratings & Reviews Program asking them to leave reviews on the Tesco.com site.

We did this using our unique patented approach which involves buyers writing their review in our app, which are then posted directly onto multiple retailer sites from their device. Genuine, 100% verified reviews like this can be delivered on any SKU in any online retailer and are "permanently" placed on the retailer sites. This approach can be used on any online retailer.

The results...

- Over 15,000 500ml bottles were sampled in 7 days
- An equal split of samples between Pepsi Max 500 & Pepsi Max Cherry 500ml
- Redemptions had national coverage with a focus on the main grocery shopper
- 34 genuine reviews delivered onto Tesco.com within 4 weeks of the sampling starting (we guarantee at least 30 new reviews per retailer)*
- Average shopper rating on Tesco.com moved from 1.0 to 4.4 out of 5.0*

2 of 34 reviews delivered onto Tesco.com...

Love the taste of this drink. It's my go to whenever

★★★★★ 5 stars

A Tesco Customer 12th September 2022

Love the taste of this drink. It's my go to whenever I fancy something fizzy. The right amount of fizz and perfect taste.

Lovely

★★★★★ 5 stars

A Tesco Customer 11th September 2022

A lovely refreshing fizzy drink. I do not like diet drinks but this zero sugar Pepsi max tastes great and being sugar free it feels like a healthier drink.



Tesco.com Sep 2022

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