A. BREAKING THE CODE FOR INNOVATION
From Convention to Innovation
BREATHTAKING
Trajectory of Innovation

A. How do we move from convention to innovation?

CONVENTION → INNOVATION

B. By investing in our history and brand ethos we can create a new trajectory forward.

CONVENTION → INNOVATION

D. Continued investment provides us with a clear resource for reinvention.

CONVENTION → INNOVATION

C. The investment in our DNA leads to breakthrough innovation and allows us to move out of the traditional linear system and into the future.

CONVENTION → INNOVATION
B. THE ORIGINS OF CREATIVE ENDEAVORS
Universal Design Principles and PepsiCo’s Brand Heritage
BREATHTAKING
Brand Heritage and the Aesthetics of Simplicity

The Pepsi ethos has evolved over time. The vocabulary of truth and simplicity is a reoccurring phenomena in the brand's history. It communicates the brand in a timeless manner and with an expression of clarity. Pepsi BREATHTAKING builds on this knowledge. True innovation always begins by investigating the historic path. Going back-to-the-roots moves the brand forward as it changes the trajectory of the future.
BREATHTAKING is a strategy based on the evolution of 5000+ years of shared ideas in design philosophy creating an authentic Constitution of Design. This chart documents the origin and evolution of intellectual property.
Derived from PepsiCo's rich packaging legacy and inspired by some of its earliest forms and proportions, BREATHTAKING revitalizes the essence of PepsiCo in creating an iconic shape for the brand.

Retain the best of PepsiCo's history and shape the next PepsiCo bottle into an icon for the brand.
The Pepsi DNA finds its origin in the dynamic of perimeter oscillations. This new identity manifests itself in an authentic geometry that is to become proprietary to the Pepsi culture.
1905 Pepsi Geometries: Perimeter Oscillations
1906 Pepsi Geometries: Perimeter Oscillations
BREATHTAKING
Tracing the Pepsi DNA - 1929

1929 Pepsi Geometries: Perimeter Oscillations
1930 Pepsi Geometries: Perimeter Oscillations
1962 Pepsi Geometries: Perimeter Oscillations
BREATHTAKING
Tracing the Pepsi DNA - 1971

1971 Pepsi Geometries: Perimeter Oscillations
1991 Pepsi Geometries: Perimeter Oscillations

BREATHTAKING
Tracing the Pepsi DNA - 1991
1998 Pepsi Geometries: Perimeter Oscillations
C. TOWARDS INNOVATION: PROJECTING PEPSI’S FUTURE
Applying Universal Laws to Establish a Blueprint for the Brand
Artists and architects have proportioned their works to approximate the Golden Ratio, especially in the form of the Golden Rectangle, in which the ratio of the longer side to the shorter is the Golden Ratio. They believe this proportion to be universally and aesthetically pleasing. The Golden Ratio plays an essential role in human perception of beauty.

Height and width of the Parthenon is proportioned to yield a Golden Rectangle.

Leonardo Da Vinci studied the proportion of the human face and applied his findings in the Mona Lisa painting.

Book format and page layout are based on the Golden Proportion.

The diameter of the Nautilus Shell increases proportionally with the Golden Ratio.
A. The Golden Ratio
It starts with a square.

1. Draw a circle with diameter d=a.

2. Find its center and draw two same size circles with diameter d=0.5a.

3. Rotate the centerline 45°. Copy one of the smaller circles. Place its center on the intersection of the larger circle and the rotated centerline.

4. Draw a circle that lies within the larger one. Its diameter is such that it touches all three circles in exactly and only in one point.

5. Rotate the centerline by 56°. Place the smallest circle with its center on the intersection of the largest circle and the rotated centerline.

6. The Pepsi brand is created by intersecting circles with a set proportion to each other. The coordinates are marked (x).

7. The Pepsi Ratio is created by two simple circles, that are in a set ratio to each other: The Golden Ratio.

8. The Pepsi Ratio is aesthetic geometry.
A. Geometry of Aesthetics: Proportion
The Golden Ratio establishes a proportion of one part (a) relative to another (b). Playing by these rules produces an aestheticism that is universally accepted to be in balance and harmony. The Pepsi aesthetic respects these rules: The brand identity can be derived from two circles, that have a set relation to each other.

B. Geometry of Aesthetics: Dynamics
BREATHTAKING
Creation of Identity: Dynamic Forces

A. The Earth’s Geodynamo
A naturally occurring electric generator in fluid motion generates and sustains the Earth’s magnetic field.

B. Magnetic Fields
Magnetic fields exert forces on inner and outer surfaces of the Earth.

C. Magnetic Dynamics
Magnetic field are impacted by sun radiation and wind motion.

A. The Pepsi Globe
Symmetrical energy fields are in balance.

B. Pepsi Energy Fields
Emotive forces shape the gestalt of the brand identity.

C. The Pepsi Globe Dynamics
2008
2010
**BREATHTAKING**

Creation of Identity: Multiple Perspectives

<table>
<thead>
<tr>
<th>Multiple point of views, One Object</th>
<th>One Identity, Multiple Emotions</th>
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<tbody>
<tr>
<td>$0^\circ$</td>
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</tbody>
</table>
BREATHTAKING
Creation of Identity: The Face of a New Generation
BREATHTAKING
Creation of Identity: A Multi-Dimensionalized Brand

A. Motion Transforms 2D into 3D

From 2D Circle to 3D Sphere
A sphere is defined as the surface formed by rotating a circle about any diameter.

B. The Brand Identity is Dimensionalized through Motion
A. Objective Color / Subjective Emotion
Each color on the color wheel is associated with a subjective psychic and emotional value.

B. Breathtaking Color Palette
The Breathtaking Color Palette is derived using a scientific method of color assignment based on the product’s essence and primary features.
Attraction Theory: The Pepsi Proposition
Establishment of a gravitational pull to shift from a “transactional” experience to an “invitational” expression.

Typical Light Path > Typical Shopping Aisle

Light Path with Gravitational Pull > Gravitational Pull of Pepsi

Relativity of Space and Time > Pepsi Proposition / Pepsi Aisle

Pepsi Aisle 60°  Pepsi Aisle 30°  Pepsi Aisle 10°
BREATHTAKING
Creation of Identity: The Pepsi Universe

A. Universe Expansion
The universe expands exponentially with \( f(x) = e^x \).
[1 light year = 671 million miles per hour].

B. The Pepsi Orbits
Dimensionalize exponentially.

Pepsi Planet

Pepsi Galaxy

Pepsi Universe