



## Competitions Guide

### **Youth Impact Studio**

Powered by youth, Made for impact

An initiative by **PepsiCo**Executed by **parachute16** 









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Challenge description per country











#### **The Prompt**

In our busy, noisy world, it's easy to lose focus on what really matters.

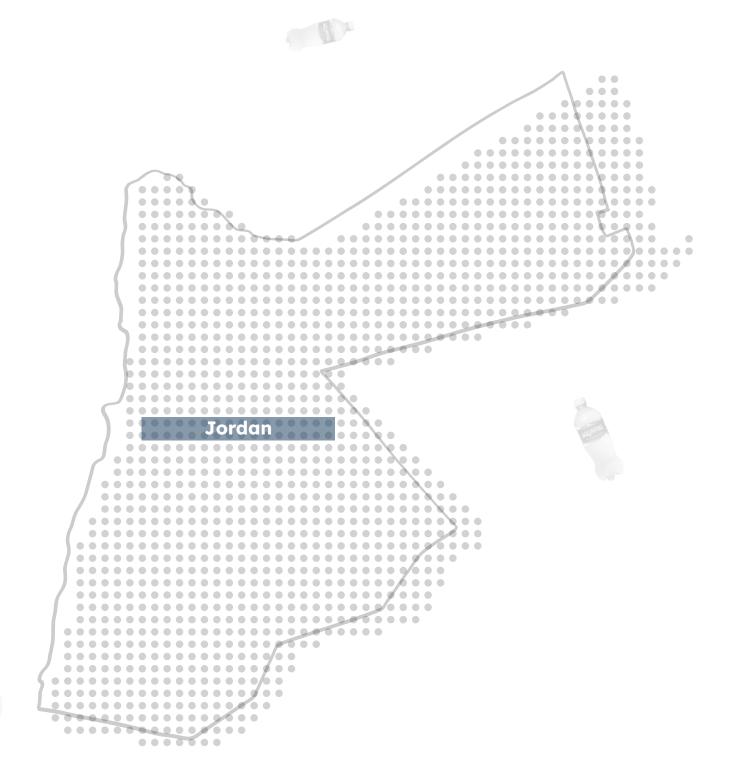
The Aquafina Way is about taking a breath, finding stillness, and refreshing your mind — because clarity starts from within.



Create one powerful piece of content that captures a moment of clarity, a scene, sound, or message that reminds your generation to pause, reset, and see things more clearly, **the Aquafina way.** 

It could be a quiet walk through your neighborhood, a conversation with a friend, or a fresh start after a long day. Show what "clarity" means to you and how simple, refreshing moments can restore perspective and positivity.

Think of it as a "pause and see clearly" moment — real, simple, and human.













#### **Aquafina Challenge: "Drops of Change"**

#### **The Prompt**

Big change doesn't happen overnight — it starts with one drop.

The Aquafina Way celebrates consistency, optimism, and progress — believing that every small, clear action can ripple outward and make a difference.



Create one powerful piece of content that shows how small, consistent actions can create positive change — how being just 1% better every day can lead to a clearer, more hopeful future, the Aquafina way.

It could be someone refilling another's water bottle, teaching a younger sibling a new skill, or turning an empty wall into a colorful message of hope. Show how small, consistent actions — your "drops" of positivity — can ripple outward and inspire others to be just a little better every day.

Think of it as a "drops of change" moment — simple, hopeful, and real.













#### Pepsi Zero Challenge: "Moment Zero"

#### **The Prompt**

Football in Saudi Arabia isn't just a game — it's a heartbeat of passion and pride.

The Spirit of Pepsi Zero celebrates "Moment Zero" — that electric second when anticipation peaks, when silence turns to roar, and when the nation's energy ignites at kick-off.



Create one powerful piece of content that captures the build-up, emotion, and release of that "Moment Zero" — the instant where everything changes. Show how the intensity, unity, and excitement of Saudi fans define that final breath before the match begins — the moment when the anticipation becomes action.

It could be a fan's chant starting to echo, a deep breath before the whistle, a quick glance between teammates, or a group of friends counting down before the game begins.

Capture what "Moment Zero" means to your generation — the feeling of being right on the edge of something unforgettable.

Think of it as the heartbeat of Saudi football — a moment of stillness turning into unstoppable energy.











#### Pepsi Zero Challenge: "From Zero to Full Throttle"

#### **The Prompt**

The UAE is built on momentum — from vision to achievement, from spark to speed.

The Spirit of Pepsi Zero celebrates that journey — the drive to move from Zero to Full Throttle: the courage to start, the ambition to accelerate, and the passion to never slow down.



Create one powerful piece of content that captures the journey from starting point to acceleration — what it feels like to go from zero to full throttle in your own life, your craft, or your dreams.

It could be a F1 racer waiting for the lights to turn green, an artist hitting "upload" on their first project, or a student stepping onto a stage for the first time.

Show how Emirati youth embrace progress, speed, and creativity — transforming potential energy into unstoppable motion.

Think of it as a "green light" moment — bold, fast, and driven by purpose.



Submission guide







All four country challenges follow the same submission rules, format, and timeline. Your creativity, teamwork, and clarity of thought are what matter most — so read carefully and bring your best idea to life.

#### **Deliverable (choose one format)**

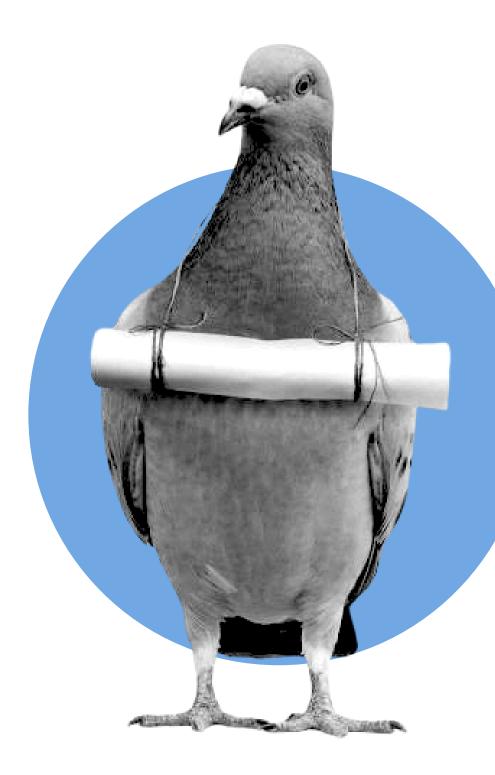
Each team must submit one original creative piece that brings their challenge to life in any one of the following formats:

- 1. Short Video up to 60 seconds, vertical format (phone-shot is fine).
- 2. Poster / Visual Design 1080×1350 px static or motion visual.
- 3. Audio / Voice Piece up to 60 seconds, focusing on message, tone, and atmosphere.

Choose one format only — the one that best expresses your idea.

You'll also include a short caption or title (max 100 words) that summarizes your concept.

- Accepted file formats: MP4, MOV, JPG, PNG, MP3, or PDF.
- Maximum file size: 100 MB.
- One submission per team.



Team rules







- Teams must consist of 2–3 people (no solo submissions, no more than 3 people).
- Team members can come from any background creative, communication, design, business, or tech.
- Team members must be based in the challenge's country (Jordan, Lebanon, Saudi Arabia, or UAE).
- Each person can join only one team.
- Teams must submit via the official portal before the deadline, December 20th.





Timeline







#### **Your YIS Journey**

The Youth Impact Studio takes you from your first idea to the regional stage in Riyadh. Here's a clear look at what happens when — from applications, to hackathons, to the final summit where all countries come together to celebrate youth creativity.



Phase 1 (Micro Challenges)		Phase 2 (National Hackathons)				Phase 3 (Riyadh Capstone Summit)
Nov 20 – Dec 20	Dec 20-31	Jan 10-11	Jan 16-17	Jan 24-25	Jan 30-31	Feb 13-Feb 14
Micro Challenges	Shortlisting and public voting	Lebanon Hackathon (Beirut)	Jordan Hackathon (Amman)	UAE Hackathon (Dubai)	Saudi Hackathon (Riyadh)	Riyadh Capstone Summit

## **Evaluation criteria**







#### **How it works**

Submissions are evaluated based on creativity, brand connection, storytelling strength, ensuring alignment with PepsiCo's identity and youth culture.

Criteria	Description		
Creativity & Boldness	Originality of the idea, creative expression, boldness of thought.		
Brand Relevance	Clear connection to the assigned PepsiCo beverage brand's values and identity.  Ability to communicate the idea simply and memorably.		
Clarity & Storytelling			
Effort & Authenticity	Genuine personal expression and effort; reflects the participant's own voice and perspective.		



Then after shortlisting the top submissions, a public voting phase will take place ensuring engagement with the community

**Community voting round** 

Online audience engagement score based on votes for shortlisted entries



Top 8-10 shortlisted teams per country are selected to join the National Challenge Day and move forward!

**Note:** The scoring ensures we spotlight youth who combine creativity with real brand understanding — future innovators PepsiCo can connect with.

AI fair use policy







YIS encourages creativity — supported, not replaced, by AI.

AI can be used to enhance the creative process, but final submissions must reflect genuine human ideas, originality, and judgment.

#### What Participants Can Use AI For

- Brainstorming & idea exploration
- Drafting scripts, captions, or outlines
- Editing support (grammar, translation, subtitles, noise reduction, color correction)
- Accessibility features (subtitles, transcripts, etc.)
- Generating supporting elements (visuals, textures, ambient sounds)

#### What AI Cannot Be Used For

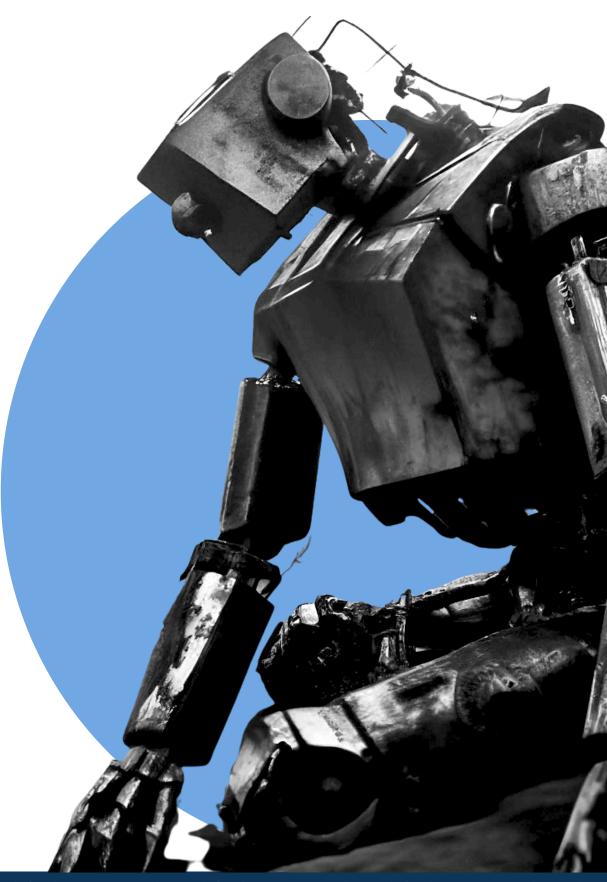
- Fully AI-generated submissions with minimal human input
- AI visuals, videos, or audio forming the core creative output
- Replicating real people, brands, logos, or public figures
- Harmful, misleading, or copyrighted
   AI-generated content

#### **Transparency Required**

Participants must disclose how AI was used in the submission form. Non-disclosure or misuse may result in disqualification.

#### **Essence of the Policy**

AI can support creativity — but the idea, story, and craft must come from the participant.



# Good luck!