**We Won't Consider Ad Campaigns that Lack Mobile Component**

****Executives at PepsiCo are moving to a mobile-first marketing strategy focusing on measurable, data-driven results and dynamic creative, said Adam Harter, PepsiCo's vice president of cultural connections. "If someone calls a meeting to review creative for a campaign that doesn't have a mobile component, that meeting gets cancelled," he explained.

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[***http://www.cmo.com/features/articles/2016/10/20/pepsico-exec-talks-marketing-in-a-postmobile-world.html#gs.R7Yyvs0***](http://www.cmo.com/features/articles/2016/10/20/pepsico-exec-talks-marketing-in-a-postmobile-world.html#gs.R7Yyvs0)