

Pepsi confirms Konshens & Alaine Kampala concert



By [Walter Wafula](#)

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International musicians Konshens and Alaine, are set for a Kampala show, according to Crown Beverages Limited, the maker of Pepsi in Uganda.

Crown Beverages Limited recently announced that it will bring the duo for the August 2013 concert, as part of its efforts to deepen the Pepsi, Live For NOW global campaign in Uganda.

Crown Beverages has injected more than Shs200 million into the fete which is due on 23 August. The sponsorship makes the refreshing brand the official sponsor of the Pepsi Konshens & Alaine Live In Kampala concert 2013.

Innocent Tibayeita, CBL, head of sales and marketing, told journalists in Kampala that sponsoring the Konshens & Alaine concert fits well with Pepsi's Live For Now brand promise, which reflects the insight that its fans all around the world desire to capture the excitement of now - a mind-set that is aligned at the very core with the brand's DNA.

"Pepsi has decided to sponsor the Konshens and Alaine concert because it is a perfect fit between Live For Now, a belief shared among all its fans and what the international music stars live for. By bringing them to Uganda to connect with Pepsi fans, we want to deepen the brand's global equity in a relevant and authentic way. At Pepsi, we believe it's not enough for our brands to just say something, they also have to live it," Tibayeita said at Club Venom.

He added that Pepsi is about fun and entertainment which many people always desire at a particular time. Many times that very moment, which is now.

Global marketing campaign

Crown Beverages' sponsorship for the concert comes at a time when the company is rolling out the new Pepsi global marketing campaign in Uganda. The campaign, announced earlier this year by PepsiCo Inc., is intended to rekindle the company's deep heritage in pop culture and music. It wants to connect with the "Now culture".

Konshens & Alaine will perform at the Lugogo Cricket Oval in a concert, which will also feature most of the top local musicians.

Tibayeita said even before the concert is held, lucky Pepsi customers will win tickets and other Pepsi goodies during the concert's activations in bars and nightclubs throughout the country in the next two months.

"The Konshens & Alaine concert starts now because we believe people must make the most of every moment. So, be on the lookout when we visit you," he said.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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