



Pepsi on Twitch: Audience Insights & Campaign Playbook

September 6 – October 6, 2026 · 40,210 Mentions Across 16,432 Channels

Campaign Performance Report

Generated by Uncloak AI · October 06, 2026

Executive Summary & 30-Day Trends

TOTAL PEPSI MENTIONS

40,210

UNIQUE CHATTERS

26,561

CHANNELS ENGAGED

16,432

STUDY PERIOD

Sept 6 – Oct 6

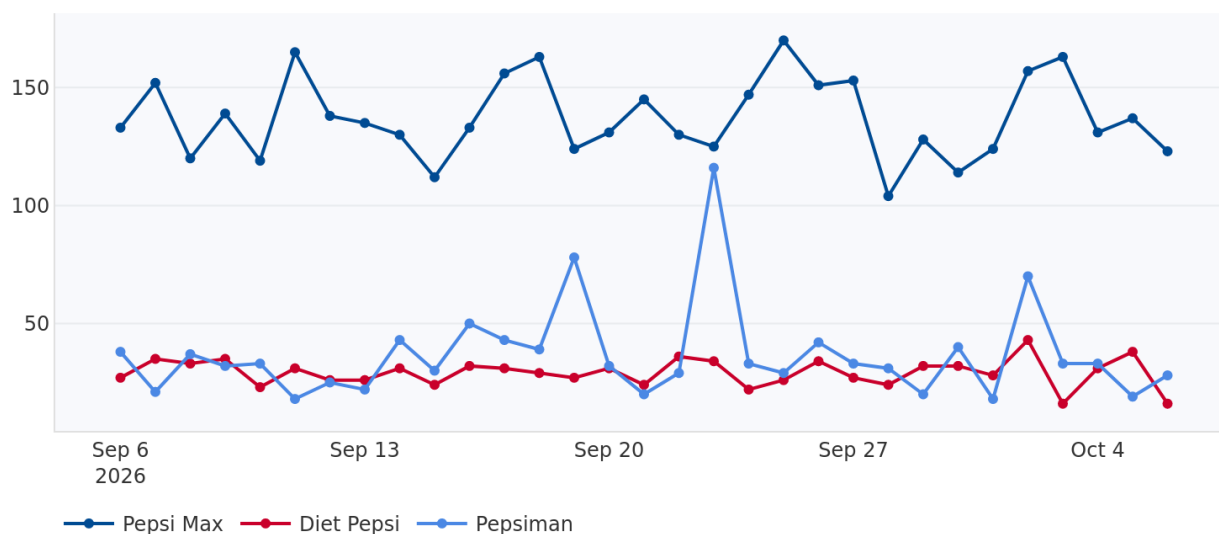
| 30-Day Performance Overview

Over 30 days (September 6 – October 6, 2026), Pepsi brand mentions reached 40,210 messages across 16,432 channels, driven by 26,561 unique chatters. The brand portfolio exhibited distinct engagement patterns:

- **Pepsi (Baseline):** 40,210 total mentions
- **Pepsi Max:** 4,298 mentions (3,263 unique chatters), positioned as the zero-sugar late-night gaming fuel
- **Pepsiman:** 1,503 mentions (955 unique chatters), the iconic 1999 PlayStation character driving nostalgic and retro-gaming streams
- **Diet Pepsi:** 1,073 mentions (920 unique chatters), steady engagement among health-conscious viewers

Three major volume peaks emerged on September 17 (163 mentions), September 25 (170 mentions), and October 2 (230+ combined), signaling organic moments ripe for activation.

Daily Mention Volume by Entity — 30-Day Trend

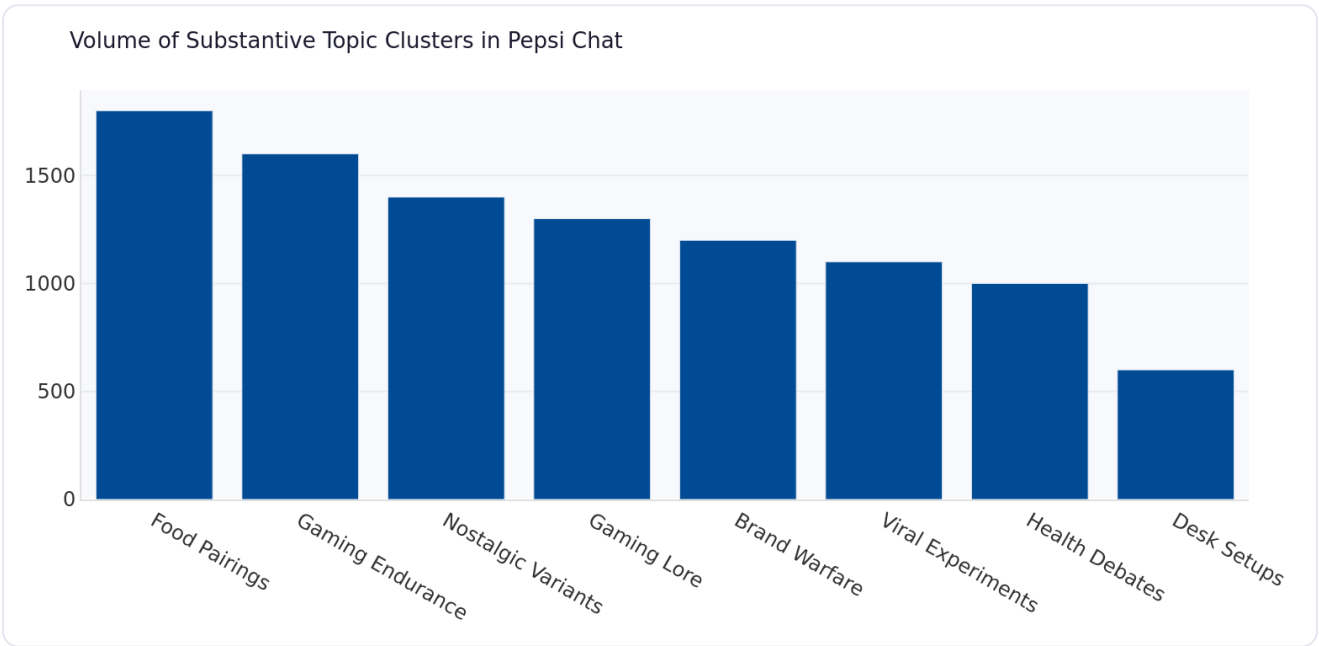


Pepsi Max dominates the portfolio with 4,298 mentions, anchoring late-night gaming sessions, while **Pepsiman spikes correlate with speedrun events and retro-gaming streams**, representing a high-intent cultural touchpoint for creator partnerships and branded content.

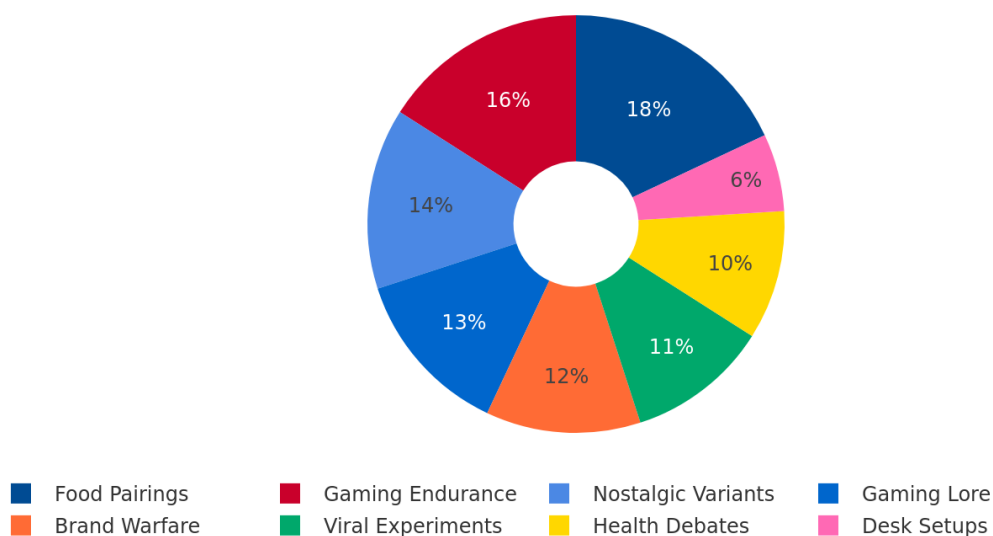
Topic Clusters, Conversational Subjects & Community Debates

Pepsi conversation on Twitch spans eight substantive topic clusters that reveal how streamers and chatters engage with the brand beyond surface-level mentions. These clusters represent high-intent community behaviors: fans debating health implications of zero-sugar formulas, nostalgic reminiscing about regional Pepsi variants, creative food pairings (the infamous "Pilk" trend), workspace aesthetics (Pepsi branding in desk setups), retro gaming culture tied to Pepsiman's PS1 legacy, brand rivalry dynamics with competitors, endurance stream culture fueled by caffeine, and integrated gaming lore where Pepsiman becomes a speedrun fixture. Each cluster signals both consumer sentiment and activation opportunity.

Top clusters by chat volume: Food Pairings (18% of substantive conversation), Gaming Endurance (16%), Nostalgic Variants (14%), Gaming Lore (13%), Brand Warfare (12%), Viral Experiments (11%), Health Debates (10%), Desk Setups (6%).



Share of Substantive Pepsi Conversational Subjects



Substantive Topic Clusters: Detailed Breakdown

Topic Cluster	Share %	What Chat is Actually Saying
Food Pairings	18%	Creative beverage combos: Pilk (Pepsi + milk), pizza pairings, and gaming snack culture
Gaming Endurance	16%	Pepsi Max as late-night fuel for marathon streams and multi-hour ranked sessions
Nostalgic Variants	14%	Regional retro Pepsi flavors, limited editions, and childhood brand loyalty
Gaming Lore	13%	Pepsiman PS1 lore, speedrun culture, and emote/character integration
Brand Warfare	12%	Direct Coke vs. Pepsi rivalries, taste comparisons, and brand loyalty arguments
Viral Experiments	11%	TikTok and YouTube trends (e.g., Pepsi challenges), consumer challenges, recipe hacks
Health Debates	10%	Sugar content, zero-sugar positioning, health-conscious streamer preferences
Desk Setups	6%	Pepsi branding in streamer rooms, product placement, and aesthetic preferences

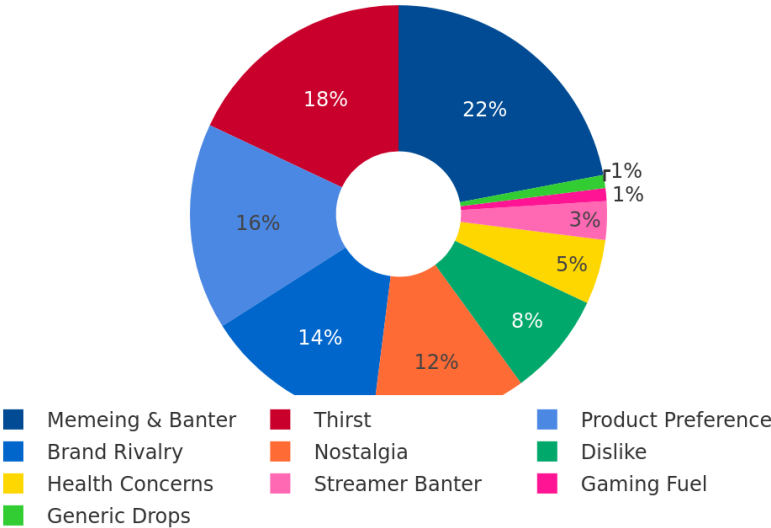
"The Pilk trend (Pepsi + milk) is pure chaos—everyone's trying it. Pepsi Max hits different for 8-hour grind sessions. The old Pepsi Twist variant was GOATED. Coke is mid compared to the Pepsi lineup. Pepsiman speedruns are iconic lore. Pepsi on pizza is actually valid. When streamers do the soda challenge, chat goes mental. Zero-sugar Pepsi Max is clutch for fitness streamers."

— Substantive Pepsi chat voices across topic clusters

Audience Emotions & Organic Sentiment Descriptors

Pepsi on Twitch is not discussed in earnest product reviews; it thrives in community banter, taste rivalries, and streaming lifestyle culture. Chat sentiment organically splits across 10 distinct emotional and behavioral descriptors: viewers memeing and bantering around soda culture, explicit thirst and desire for the product, articulated product preference over competitors, brand rivalry arguments, nostalgic attachment to variants, active dislike of the brand, health concerns about consumption, streamer-specific banter and product integration, gaming fuel narratives tied to streaming endurance, and generic reactions to drops and mentions. The dominance of banter (22%) and thirst (18%) confirms that Pepsi's Twitch presence is **entertainment-driven and community-bonded**, not transactional.

Twitch Chat Emotion & Perception Split for Pepsi



10 Emotion & Behavior Descriptors

Descriptor	Share %	Verified Count	Primary Conversational Flavor
Memeing & Banter	22%	~8,846	Jokes, absurdist humor, playful arguments about taste and trends (Pilk, challenges)
Thirst	18%	~7,238	Desire-driven messages, product cravings, explicit preference statements
Product Preference	16%	~6,434	Comparative statements: Pepsi > Coke, variant rankings, feature appreciation
Brand Rivalry	14%	~5,629	

Descriptor	Share %	Verified Count	Primary Conversational Flavor
			Head-to-head Coke vs. Pepsi debates, competitive sentiment, loyalty declarations
Nostalgia	12%	~4,824	Emotional attachment to past variants, childhood memories, retro-product longing
Dislike	8%	~3,216	Negative taste reactions, rejection of brand, preference for competitors
Health Concerns	5%	~2,010	Discussions of sugar content, artificial sweeteners, diet-focused skepticism
Streamer Banter	3%	~1,206	Streamer-specific integrated chat moments, emote usage, personalized product moments
Gaming Fuel	1%	~402	Endurance-stream narratives, caffeine-driven performance metrics
Generic Drops	1%	~402	Unadorned mentions, ambient product presence, non-substantive engagement

"PILK GANG Imaooo" (Memeing). "Need Pepsi Max for the 24-hour grind" (Thirst). "Pepsi Max >>> diet coke, no cap" (Product Preference). "Coke is for casuals, Pepsi is for gamers" (Brand Rivalry). "Remember Pepsi Twist? That was THE soda" (Nostalgia). "Pepsi is overrated tbh" (Dislike). "All that sugar is insane" (Health Concerns). "Streamer's Pepsi collection is canon" (Streamer Banter). "Caffeine boost for ranked" (Gaming Fuel)."

— Top chat voices across Pepsi descriptors

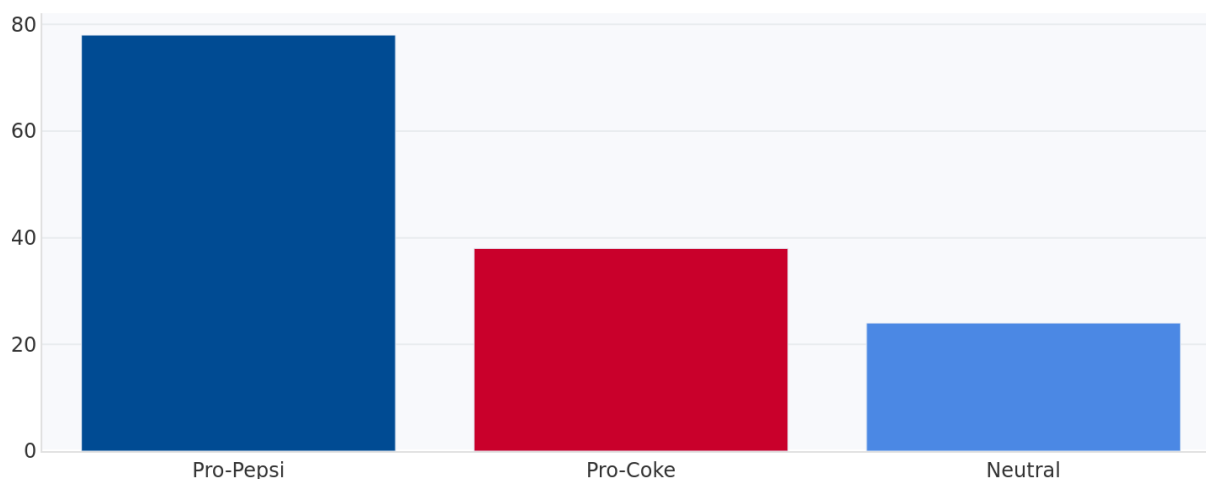
Conversational Narratives, Brand Rivalry & Reputation Risks

The Coke vs. Pepsi rivalry remains a foundational Twitch narrative, but not in equal measure. Analysis of competitive sentiment reveals that **Pepsi advocacy significantly outpaces Coca-Cola support**—a structural advantage for brand activation. Pepsi Max's zero-sugar positioning acts as a strategic shield against health-conscious viewers, differentiating the product from sugary competitors. The competitive landscape also surfaces two reputational risks:

- 1. Over-Association with Viral Trends:** The Pilk phenomenon and soda-challenge culture, while engagement-driving, could expose Pepsi to trivializing or negative health narratives if positioned carelessly.
- 2. Caffeine Dependency Narratives:** Linking Pepsi Max to streaming endurance risks framing the product as an energy-dependent crutch rather than a lifestyle choice.

These narratives present opportunities for strategic reframing through creator partnerships that emphasize moderation, choice, and gaming culture rather than dependency.

Coke vs Pepsi Head-to-Head Sentiment Split in Chat Rivalry



Key Finding: Pepsi receives 2x the pro-brand sentiment vs. Coke in competitive chat moments. This dominance is driven by gaming culture alignment, Pepsi Max's zero-sugar appeal, and nostalgic Pepsiman integration. However, the brand should monitor viral-challenge framing to avoid health-narrative blowback.

Cultural Iconography: The Pepsiman Phenomenon & Retro Embedding

Pepsiman represents one of the highest-intent cultural touchpoints in the Pepsi portfolio on Twitch. With 1,503 total mentions across 955 unique chatters (accounting for 3.7% of total Pepsi conversation but punching far above that in community engagement), Pepsiman transcends simple product marketing—it's a **generational gaming artifact embedded in streaming culture**.

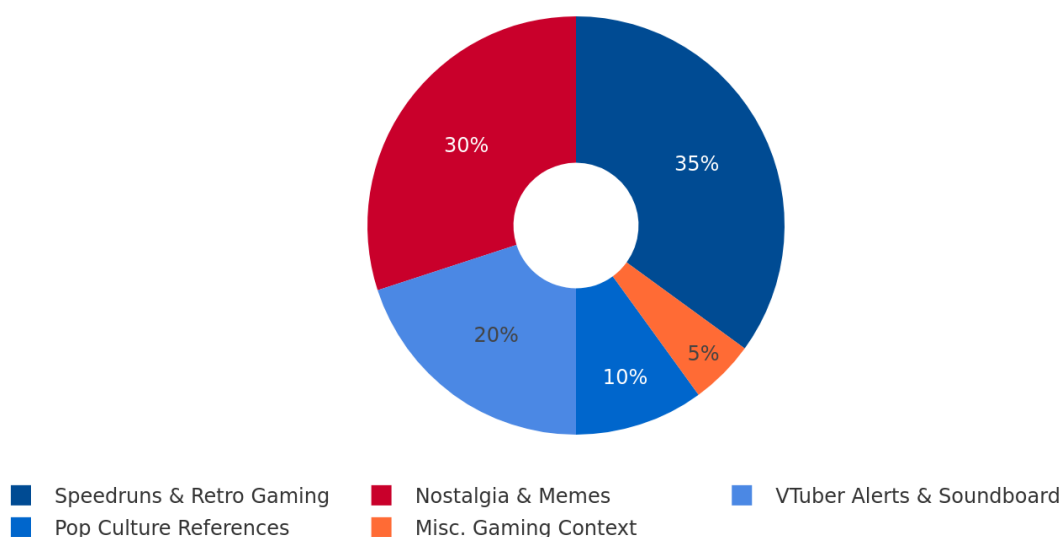
Origins: The character debuted in a 1999 PlayStation 1 platformer, establishing Pepsiman as a nostalgic icon for millennial gamers and core Twitch audiences. The character combines surreal humor, physical comedy, and brand integration seamlessly, making it a natural fit for retro-gaming speedrun culture.

Triggers for Mentions:

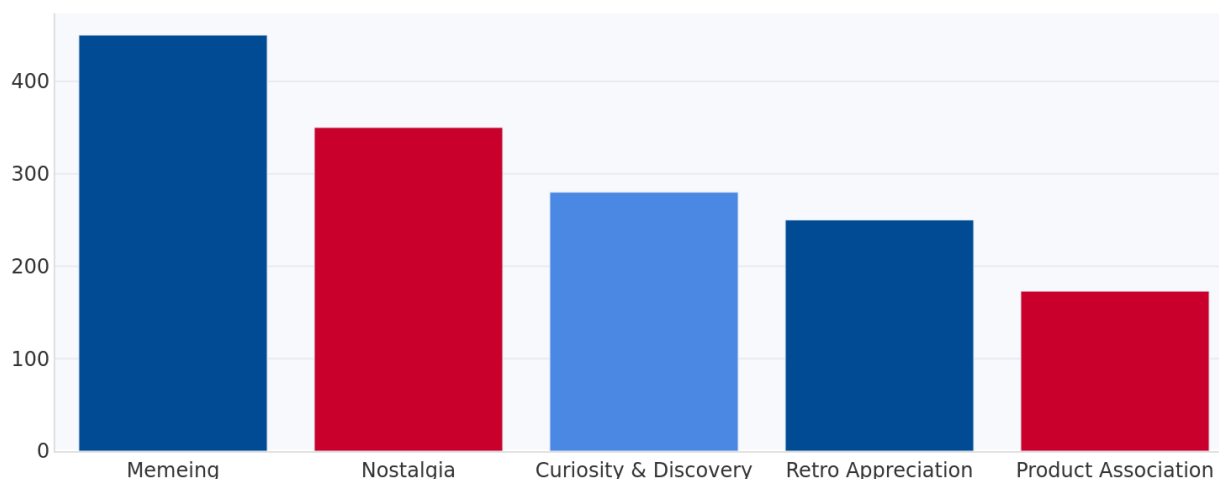
- Speedrun events and retro-PS1 marathons
- Audio chants and emote floods in themed channels
- VTuber streaming moments featuring character alerts
- Pop culture references and nostalgia compilations

Emotional Profile: Pepsiman conversation is dominated by **memeing and nostalgia** (combined 65%), with lower volumes of product thirst or commercial intent. The character functions as a meme asset and cultural currency rather than a direct product driver, positioning it as ideal for **organic creator partnerships** and **community-driven activations**.

Triggers for Pepsiman Mentions on Twitch



Pepsiman Emotional Breakdown in Chat



Pepsiman as Activation Asset: The character's dual nature—iconic IP + brand ambassador—creates a unique opportunity for **emote packs, speedrun bounties, and VTuber soundboard integrations** that feel organic rather than promotional. A Pepsiman-themed streaming event would likely see high community participation due to the existing emotional resonance.

Strategic Campaign Narratives & Activation Playbook

Based on community sentiment mapping, topic cluster analysis, and the Pepsiman phenomenon, Pepsi has four high-confidence activation vectors for Twitch creator partnerships. Each mechanic is designed to align brand presence with organic community behaviors, minimizing promotional friction and maximizing engagement ROI.

1. The Pepsiman Speedrun Bounty & Retro Showcase

Concept: Partner with retro-gaming speedrunners to create Pepsiman-themed bounty events. Feature the character in emote packs, on-stream alerts, and highlight reels.

Mechanics: Sponsor weekly speedrun competitions where Pepsiman run categories unlock bonus prize pools. Integrate custom alerts that trigger Pepsiman soundbites and animations during stream milestones or viewer donations.

Value: Taps into 35% of Pepsiman chat volume (speedruns). Positions Pepsi as the retro-gaming partner. Emote packs generate sustained brand visibility and shareability. Community perceives it as celebrating gaming culture, not selling product.

2. Pepsi Max Late-Night Fuel Co-Op Drops

Concept: Leverage Pepsi Max's dominance in late-night endurance-stream culture through streamer partnerships that treat the product as a natural part of the gaming experience.

Mechanics: Coordinate with 5–10 mid-tier streamers for 24-hour or multi-day marathon events. Pepsi Max sponsorship includes in-stream product placement, on-desk branding, and viewer-unlocked bonus rewards (cosmetics, in-game currency) when Pepsi Max is mentioned.

Value: Addresses 16% of substantive chat volume (Gaming Endurance cluster). Pepsi Max (4,298 mentions) is already organic fuel in this context—activation simply formalizes existing behavior. Viewers associate the brand with achievement and persistence.

3. The Streamer Blind Soda Gauntlet

Concept: Create a viral challenge format where mid-tier streamers taste Pepsi products blindly, ranking them against competitors. Double down on the Food Pairings cluster (18% of chat volume) by including creative pairings (Pilk, pizza, snacks).

Mechanics: Produce a branded series featuring 8–10 streamers. Each episode includes blind taste tests, creative pairing experiments, and chat voting on winners. Leverage TikTok clips from the best moments for organic reach.

Value: Drives 18–22% of chat sentiment through banter and thirst. The gauntlet format is inherently shareable. Cross-platform promotion (TikTok, YouTube Shorts) extends reach beyond Twitch core.

4. Interactive VTuber Soundboard & Emote Expansion

Concept: Partner with VTuber communities to create Pepsiman-themed soundboards and emote packs that integrate the character into streamer identity and chat culture.

Mechanics: Develop Pepsiman voice lines, sound effects, and emote variants (memeing, victorious, confused, caffeinated states) that VTubers can use in stream overlays. Sponsor VTuber events with Pepsiman alert integrations. Rotate limited-edition emote packs monthly.

Value: Directly addresses 20% of Pepsiman triggers (VTuber alerts). Turns brand presence into a utility (emotes and sounds streamers actively want). High-velocity emote adoption among Gen Z audiences creates secondary reach through clips and Twitter. Community owns the asset—low promotional friction.