

**ATTENTION CENTRAL DIVISION RETAIL FRONTLINE SDL, TSL, MTL, TSR, PSR, BCR, CDARs, GEO REPs & Merchandisers**

# ZERO IN ON DISPLAYS

**Earn 25 Reward Points for every qualifying Take Home CSD Display\* placed during P3-P4 2025. Reward Points are good to shop for cool gear at [gopcrewards.com](https://gopcrewards.com)**

*\*Incremental pallet, wing, or stack-outs (excludes mandated display space)*

## QUALIFYING DISPLAYS

**Eligible Take Home Display Qualifying packages: 12pk FM or 10pk Mini Can**

### CSD 12pk Pallet Display Requirements:

- 50 case minimum for Large Format
- 25 case minimum for Small Format
- **MUST include 12pk flavors: Pepsi, Pepsi Zero, Diet Pepsi, Mtn Dew, Diet Mtn Dew and Starry\***

### CSD 10pk Mini Display Requirements:

- 25 case minimum for Large & Small Format
- **MUST include 10pk Mini flavors: Pepsi, Pepsi Zero, Diet Pepsi, Mtn Dew and Starry\***
- \*In 7UP markets, must include Pepsi & Dew*

## ZERO BONUS!

**Earn 10 more Reward Points for each additional 12pk CSD Zero Flavor on display.**

- Minimum (2) cases of 12pks per flavor (4 indiv. 12pks)
- **Qualifying Zero Flavors: Pepsi Wild Cherry & Cream Zero, Pepsi Cherry Zero, Mtn Dew Zero, Starry Zero, Mug Zero, Crush Zero**

## STARRY BONUS!

**Earn an additional 15 Reward Points when you include Starry Hoops Plus Ups\* in your display.**

*\*Inflatables, Faux Walls and/or Corrugate Hoops*



**Simply scan this QR code to submit qualifying display photos to [pc2171.pcbigdisplay.com](https://pc2171.pcbigdisplay.com)**

- Duplicate photo entries will be disqualified.
- All display photos must be submitted by April 19, 2025 for executions secured during the February 23 through April 19, 2025 incentive timing.
- On-line upload site will be disabled at 11:59p CST on April 19, 2025.



- Both Rep and Merchandiser will earn Reward Points for qualifying displays.
- Maximum 100 Reward Points per CSD display. / Maximum 700 Reward Points per individual.
- See your Sales Manager for program details.

## HUNDREDS OF ITEMS TO CHOOSE FROM

Use your reward points now or add them to your existing 123R4ME account along with points you have earned from other Reward Point Programs and save for higher value rewards!

#PC2171/PCSAEL