

My favourite brand and it's brand image essay sample

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My favourite brand is Pepsi. Pepsi is a carbonated soft drink which is the second most famous brand of soft drinks after Coca Cola. Although, there is no big difference in taste between these two products, I prefer Pepsi over Coca Cola. I think Cola is more sweet and Pepsi is rather „ soft“ in taste. Pepsi was originally invented by Caleb Bradham. He was a North Carolina pharmacist, who created this soft drink to serve his drugstore's fountain customers. First he named his drink after himself: „ Brad ' s Drink“ , but later he renamed it to Pepsi Cola in 1898. Nowadays Pepsi is produced and manufactured by PepsiCo. The original trademark application for Pepsi-Cola was filed on September 23, 1902 with registration approved on June 16, 1903. He described the Pepsi-Cola's as flavoring-syrup for soda water. The trademark expired on April 15, 1994. Over the last century Pepsi has grown to become one of the best known brands throughout the world. Pepsi has 21 % hold on market share in the soda industry. Nowadays it can be found in nearly 200 countries around the world. Pepsi is available in several packages: in cans (0. 33 cl), glass bottles and plastic bottles as well (500 ml, 600 ml, 1 litre, 2 litre and 2. 25 litre). It is sold in retail stores, restaurants, cinemas and also in vending machines.

Pepsi has a very simple, easily identifiable logo. Although over the past century it has been modified a few times, the basic icon of the logo is still the same. The shape of the Pepsi logo is a three dimensional globe, with two completely opposite colours and a swirl in the middle, separating the two halves of the globe. It includes two distinct colours. One hemisphere is red while the other is blue and the fonts appear in white. The company PepsiCo uses different media for advertising, including ads on television, radio or

internet as well. Another form of advertising Pepsi products is sponsorship. Although Pepsi has made lots of very creative commercials, one of my favourite advertisement on Pepsi is based on the „Pepsi vs. Coca Cola war“. In this commercial a young boy is standing in front of a vending machine. He buys one can of Coca Cola, then another one. He puts both of them on ground in front of himself. Then he steps on them and orders a Pepsi drink. When he gets the Pepsi, he walks away satisfied, leaving the two Coca Colas on the ground. And in the end I would like to inform you about an overwhelming breakthrough in bottle technology in 2012: Pepsi revealed a world's first 100% plant based bottle, this means the first petroleum-free plastic bottle. This is one more reason why I will always choose Pepsi over Coca Cola.

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