

Pepsi's new 7up campaign essay



**ASSIGN
BUSTER**

Introduction: Company Overview: PepsiCo was first created in 1898 by Caleb Bradham who invented the soft drink formula then called Pepsi Cola. In 1965, PepsiCo International was founded. In 1986, PepsiCo purchased 7UP International which is the third largest franchise soft drink operation outside the United States.

In 2001, PepsiCo announced a new joint venture formed in Egypt, combining the salty snack operations of Chippy, the current market leader and Tasty Foods which was owned by PepsiCo. Today, PepsiCo is a world leader in convenient foods and beverages, with 2005 revenues of more than \$32 billion and more than 157, 000 employees. PepsiCo brands are available in nearly 200 countries and territories and generate sales at the retail level of about \$85 billion. Many of PepsiCo's brand names are more than 100-years-old.

PepsiCo offers product choices to meet a broad variety of needs and preferences ranging from the fun items to product choices that contribute to healthier lifestyles. SWOT Analysis: Strengths: PepsiCO has brand name equity which supports all its product lines including 7UP. •7UP is leader in the lemon lime segment in Egypt with 58% share •7UP is one of the key brands in Pepsi Cola Egypt is 30% of total companies volume •During 2004, 7UP was only lemon lime Carbonated Soft Drinks to carry marketing communication initiative in Egypt •According to consumer research conducted by AC Neilson, 7UP brand is number one refreshing beverage within CSD category •According to Usage and Attitude study 2004, 7UP is chosen the preferred CSD consumed with food •It is a thirst quenching drink Extensive distributional policy that leads its products to expand across all

market sectors in Egypt. •Providing a variety of 7UP flavors such as 7UP Ice with refreshment of mint, 7UP Tropical.

- 7UP is provided in different bottle sizes
- 7UP is available in regular and diet versions
- 7UP is not expensive
- Fido Dido character is very popular and helps in brand awareness
- Fido Dido target consumers through his unique quirky personality
- Fido Dido has a strong equity in consumer mind, character and slogan are constantly recalled by Egyptian Consumers
- Fido Dido's character is consistent with today teens and young adults
- 2004, 7UP campaign in Ramadan witnessed great success and was chosen to be part of New York pool parties that would be launched in other markets
- It is an UN-cola drink, it consists of soda and lime, it has no caffeine in it
- It has been in the market for several years its roots goes back to 1920 worldwide
- Has an image of healthy beverage because it helps in digestion Weaknesses
- Limited and nearly nonexistent promotion for 7UP before 2004
- Lost the youth, initially their target market
- Lost image of being young and cool Opportunities
- Egypt is considered high consumption market of CSD because of its hot weather
- Health trend among Egyptian consumers is growing and the increasing number of health-conscious consumers will allow 7UP by its UNcola image to have a favorable position in the market. The trend toward weight loss has been increasing among A class target market (mainly youth) which will increase the usage of 7UP diet
- There is an opportunity in month of Ramadan to increase the awareness of 7UP and get it closer to the youth. By the excessive T. V s programs, shows and ads.

- There are several youth events being held and 7UP can be a main sponsor to grab youth attention
- There are no current promotions or advertisements

<https://assignbuster.com/pepsis-new-7up-campaign-essay/>

for other direct competitors such as Sprite. •Sprite does not have a character like Fido Dido so it is not easily recalled. •Life style is changing toward fast food which CSD is usually consumed with •The trend for coffee shops as a place to hangout so 7UP could be consumed more regularly Threats •Sprite is dealing with large accounts like McDonalds to sell Sprite as a lemon drink. The presence of substitutes to soft drinks such as tea and coffee especially in winter •The presence of substitutes to soft drinks in Ramadan such as karkadee and Amar el din •Health trend among Egyptian consumers is growing and the increasing number of health-conscious consumers will not drink CSD but instead drink natural fresh juices •The trend toward weight loss has been increasing among A class target market (mainly youth) which will threaten the usage of the regular 7UP drink due to its high calories •Ramadan represents drop in consumption of drinks at large including 7UP •After Ramadan, November and December will be winter months in which soft drinks are consumed less •Youth don't see the bigness of the brand 7UP, because they are not aware that it has been existing in the market since 1920 •7UP is seen by youth as an aging brand •Strong competition from Sprite Competitive Analysis: Direct competition In general CSD.

The main competitor is Sprite. Followed by Mountain Dew, Pepsi, Miranda, Fanta, Coca Cola, Fayrouz and Ice tea which can eat up from Seven UP. Also, Baraka Sparkling Water and Tonic Soda are considered as direct competitors. Indirect Competition Tea, Green tea, Mint, Coffee, Nestle's Nesquik, Cappuccino and Latte (especially competitors in winter) Natural juices, Flavored milk, and Zabado, Frapuccino and Smoothies.

In Ramadan, other competitors appear such as karkadee, amar el din and kharoob

Target Audience Profile: Demographic Profile: Age: The targeted segments are youth from age 20 to 30 as well as consumers who reaches up to the age of 50 Gender: Both males and females Social class: A and B social class Income level: high and middle. We chose A and B class because our product is considered a luxurious product that lower segments in the society would not afford to buy. Behavioral Profile:

- Favorable attitude towards 7UP.
- People who have brand loyalty thus they can repeat their sale.
- Those who like to drink CSD pleasant experience.
- Heavy users, which means they can drink more than one can per day

Psychographic Profile

- Energetic
- Cool (youth)
- Quality seekers
- Variety seekers (would try 7UP Ice and Tropical)
- Who go out a lot
- Not traditional they are not closely tied up with only tea and coffee

Brand Evaluation: According to consumer research conducted by AC Neilson, 7UP brand is number one refreshing beverage within CSD category

- According to Usage and Attitude study, 7UP is chosen the preferred CSD consumed with food
- Fido Dido character is very popular and helps in brand awareness
- Fido Dido target consumers through his unique quirky personality
- Fido Dido has a strong equity in consumer mind, character and slogan are constantly recalled by Egyptian Consumers
- Many people preferred 7UP because of Fido Dido's character.
- We found out that the product is a low-involvement product. According to the FCB model; consumers who are above 30 tend to be more thinkers, they come under the category of Habit Formation (do-learn-feel). However, for the youth, they tend to be more feelers, attracted to environmental cues, and thus, they fit under the self-satisfaction category (do-feel-learn). Brand

Positioning: We are using the product attribute/benefit strategy to position 7UP among other competitors as we are focusing on the refreshment and fun that 7UP can provide.

Moreover, it can help in food digestion which adds up to the brand equity. As for the brand personality, our main objective is to convey the image of a product that is energetic, young, cool, strong and at the same time full of fun. This personality would mainly attract youth and at the same time appeal to people above 30. The Problem: 7UP is currently facing a problem which is that young people no longer see 7UP brand as attractive and cool but they see it as a brand for old people.

In other words they perceive 7UP as an aging brand. Added to that, there is a strong competition coming from Sprite because most people don't see 7UP as a leading and big brand. Moreover, Ramadan represents a drop in consumption of drinks at large including 7UP. After Ramadan there will be two months of winter, November and December, in which consumption of CSD is less. In conclusion, 7UP was facing a problem of a decrease in sales with this sales not coming from young people but from people above 35.

The Objectives: 1-Regain back the youth 2-Increase consumption of 7UP in general and hence increase sales 3-Increase consumption of 7UP during Ramadan 4-Maintain the present target market and get potential customers after the month of Ramadan Strategies and Action program: The Campaign Theme: The campaign theme is: 7UP ?? ????? ?? ????? We will be using a pull communication strategy, our communication mix would basically create demand for our product. We will be using emotional appeal where we will be

attracting them through jingles, fantasy and colors and other promotional tools as will be explained in the marketing mix. The execution styles will be a combination of animation and personality symbols who is Fido Dido. We will use also Factual Message, we will show the natural ingredients and vitamins that constitutes the main competitive advantage of 7UP natural which we will introduce in the market as a brand extension to 7UP. I. Advertising: We will be using TV, radio, and print ads and outdoors.

Television Ads Those will be the most important tools especially in Ramadan where there is high viewership, and this will be the starting point of the campaign. Television is very important because it is a mass media that will allow us to convey our message in picture, sound, and life. Through TV ads, we will be introducing Fido Dido character that will play a very important role through out the rest of the campaign. The ads will be aired in the afternoon after universities and at around 7-8 p.

m. , at the time the youth watch TV and in Holidays. Regarding the channels, they will be local channels (Channels one, two), satellite channels like One TV and MBC 2 and Orbit and Showtime. Radio Ads: Radio ads will be aired on Negoum FM because it is widely spread among the target age especially the youth.

Outdoors: Outdoor banners featuring Fido Dido would be placed at the sights that most people especially youth could easily see them. Print Ads: The ads will be mainly including Fido Dido doing different things in his own way. We will use this type of ads in well known magazines as Teen Stuff, Flash, Cleo and Enigma that A class youth buy. The entire year (2007) will be divided

into four parts. In each part during the whole year, we will be focusing on regaining the youth and increase the consumption level since this is our core principal.

Moreover, we will continue displaying or airing the 7UP ad's throughout the year in order to maintain the consumption level. Starting from January till May. During these months we will be targeting the youth since they will resume the academic year in schols and universities. We will sign contracts with the universities and schools to sell 7UP vending machines. These vending machines will be made of a 3D character of Fido Dido offering the drink with his hand. This inturn will increase brand awarness for 7UP but this distinct feature only offered by 7UP will attract new potential customets from our target market and it will regain back the youth.

One always has to consider that the youth are always in need of something new, energetic, wild and entertaining, therefore using Fido Dido as the vending machine will break the redundancy of the normal vending machines. Another strategy that we will perform during this period is the sponsorships of sports days, carnivals, events, championships, tournaments to attract as many young people as possible. This method will help make 7UP part of their evoked set because of the continuous exposure of 7UP. But more imporantly, these sponsorships will reflect 7UP's brand personality, as someone, sportive, energetic and young.

This will help create a bond in the minds of the youth, they will consider 7UP part of their lifestyle. In addition to the ads displayed on the Radio, there will be " 7UP Health Professionals" who will provide health tips related to the

different vitamins needed in the body and which foods contain them. These tips will be aired through out the day, thus capitalizing on the message that we as 7UP do really care for the health of the youth and customers in general. As well as weight loss and diet tips marketing 7UP diet as the main brand which will help in weight control. 7UP has to consider the fact that that the youth will be very health conscious before summer therefore offering the diet tips and emphasizing the use of 7UP diet will regain back the youth. The next part is the summer season, from June to September.

7UP can fully utilize the summer opportunities by sponsoring Beachs (Agami and Marina), Cinemas (City Sars Cinema, Nile City Cinema, Good News Cinema,). During the summer, the company will sell 7UP, 7UP Tropical as well as Refrshing 7UP (which we have created), the latter two are brand extentionis which will highlight the refreshing feature of 7UP during the hot and humid season. We will sign contracts with Paradise in Agami and La Plage & La Femme in Marina, allowing them to only sell 7UP and forbidding the sale of any other CSD's. we will also supply them with 7UP umbrella's, couches, balls, rackets etc.

Moreover, we will sponsor summer parties and night outings that will take place in these beachs. This way will capture the CSD market by offering 7UP everywhere and anywhere. During summer, cinema viewership is very high because of the hot arabic movies. This season is a very good opportunity to regain back the youth because of he constrains such as the hot weather, therefore hanging out in the cinema during the summer has recently become the trend. Finally during the summer season, we will start a new and LIVE radio program called " 7UP?????? ?? ".

This radio program will be aired in all the beaches along the north coast. The main idea of this program is to highlight 7UP as the sponsor of this radio program airing the best and latest summer songs as well as offering competitions, if answered all the questions correctly, he/she will enter the tombola to win a car. This way we will encourage more and existing youth to listen to the program. The third part is during Ramadan (the month of September) where consumers are in need of a soft drink to help ease digestion and enjoy a good tasty meal. Therefore, we will capitalize on this fact and offer a brand extension: 7UP PLUS. 7UP PLUS is the only soft drink that combines the great taste of 7UP with real fruit juice (5% concentrated apple juice), calcium (10% RDI of calcium) and SLENDA Brand Sweetener, that is widely offered in shops among the Egyptian society.

7UP PLUS also has only 10 calories and 2 g of carbs per 8 oz. serving. It is caffeine free and very low in sodium, with three very delicious flavors to choose from: Cherry, Mixed Berry, and Island Fruit. After conducting market research, we will offer 7UP PLUS with only one flavor, for only the period of Ramadan, so as not to cannibalize from 7UP. We will still keep the advertisements of FIDO DIDO with 7UP and will associate another smaller ad about the " Limited time offered 7UP PLUS". This will grab the consumers of CSD attention to 7UP as a cool brand and if the campaign works, it will still grab more consumers to 7UP after Ramadan.

We will sponsor Ramadan tents, where most of the youth hang out serving 7UP. As in 2006, 7UP is sponsoring the Nile Pharaoh tent called 3al Nile and there it placed 3D Fido Dido as well as 3D 7UP cans. Moreover, there is a part in their menu which offers 7UP with different flavors, for example 7UP

with lemon. Here are some photos of the 7UP campaign in 3al Nile:

.....

We will continue the same strategy and capitalize on it by sponsoring more than one tent, choosing them being the A class tents where most youth hang out. In these tents we will try to make simply everything 7UP. We will continue to air on the radio the 7UP health professions that would be specially tailored for the Ramadan month as well as giving diet tips on how to control your weight in Ramadan. We will still be using the 7UP Ramadan campaign that started during 2004 using the same campaign line which is ?????? ??? ?? ?????? ?? ??????. We will continue to use Ramadan insights in the ads of 7UP such as Ramadan streets, iftar, sohour, mesaharati and use symbols like madfa3, fanous and helal.

Regarding the advertising campaigns we will place 7UP ads in 6th of October bridge displaying the ad of fido Dido having the madfa3 and the fanous. The last part is during the winter season, from October to January. Our strategy is to grab the attention of the target market, in general, to 7UP and to increase, or at least maintain the youth market. We will do so by two ways: offering brand extensions and promotions.

However, we may still face a problem and that is the fact that CSD sales decrease after Ramadan and as winter begins. For this case, we have two strategies: Promotions in the newspapers: AlAhram and Al Akhbar + T. V. ads + billboards on roads.

Promotions will be on buying 7UP in which if you buy bottled or canned 7UP, there will be the drawing of a Christmas tree on the coat of the bottle/can, s

<https://assignbuster.com/pepsis-new-7up-campaign-essay/>

soon as you collect the whole tree (making the star the most difficult part), you will get to spend three nights, four days, full board at the 5 stars Hotel in Sharm el Sheikh, including Christmas eve. The most important part of this plan is the implementation of the promises. We want to increase our customers and not decrease them, so we have to abide by our promises. In order not to lose our youth target market, we will offer another brand extension in the period of November - December and that will be: 7UP 100% Natural.

In this case, we will associate 7UP with youth health and body build. " Take a 100% Natural drink along to the gym"...an ad having FIDO DIDO playing in the gym and drinking this new 7UP 100% all Natural that has the following ingredients: The famously crisp, refreshing taste of 7UP is now better than ever, because it's been stripped of the artificial ingredients and preservatives found in most other soft drinks. What's left for our consumers will be the clean, crisp taste of 7UP - but even better because it's 100% natural. As always, 7UP has no caffeine. Just five simple, 100% natural ingredients.

" Peel one open today and try for yourself", as written on 7UP. com. Our ads will announce this new product. But, by January 2008, this product should not be anymore distributed to avoid canibalization.

By this way we will be sure to maintain the target market in general and increase that of the youth. Afterwards, hopefully, we will be established in the consumers' minds with a positive idea. We will sponsor New Year parties in Sharm El Sheik or in Cairo as 7UP would appear the coolest brand and the

closest to the youth that cares for them by sponsoring international parties in Pubs in Sharm el Sheikh. The Evaluation Methods: The aim of these measures is to evaluate the effectiveness of the campaign and how far the objectives have been achieved in order to avoid costly mistakes of launching the wrong promotional campaign and/or not amending the campaign as it is in action. These measures will generally be divided into pre-implementation controls versus post-implementation controls.

Concerning the pre-implementation controls, we will test the concept of the campaign itself as well as the pre testing of the finished ads before its launch. As for the post-implementation controls, these measures will take place mostly through extensive qualitative marketing research either through focus groups or face to face interviews. We will also make use of objective measures of evaluations that do not include direct contact with the customer. We will be using Recall Tests and Recognition Tests, also we will measure Objectives set vs. Objectives Achieved. Works Cited " 7UP Life is Full of Choices".

Dr Pepper/Seven Up, Inc.

asp>. " Company". PEPSICO. 2006.

com/PEP_Company/Overview/index. cfm>. " Market". 7up.

superbrandsmena. com/spreads/7UP. pdf>. " Market". Pepsi.

egypt. superbrandsmena. com/spreads/Pepsi. pdf>.