

Dr. pepper



**ASSIGN  
BUSTER**

Dr. Pepper is a soft drink marketed as having a unique flavor. The drink was created in the 1880s by Charles Alderton of Waco, Texas and first served around 1885. Dr Pepper was first nationally marketed in the United States in 1904, and is now also sold in Europe, Asia, Canada, Mexico, Australia, New Zealand (as an imported drink).

Described the taste of Dr Pepper as one-of-a-kind, saying, " I've always maintained you cannot tell anyone what Dr Pepper tastes like because it's so different. It's not an apple, it's not an orange, it's not a strawberry, it's not a root beer, it's not even a cola. It's a different kind of drink with a unique taste all its own."

### Target Market

This section describes the customers you are targeting. It defines their demographic profile (e. g., age, gender), psychographic profile (e. g., their interests) and their precise wants and needs as they relate to the products and/or services you offer.

### Unique Selling Proposition (USP)

Having a strong unique selling proposition (USP) is of critical importance as it distinguishes your company from competitors. The hallmark of several great companies is their USP. For example, FedEx's USP of " When it absolutely, positively has to be there overnight" is well-known and resonates strongly with customers who desire reliability and quick delivery.

### Pricing & Positioning Strategy

Your pricing and positioning strategy must be aligned. For example, if you want your company to be known as the premier brand in your industry, <https://assignbuster.com/dr-pepper/>

having too low a price might dissuade customers from purchasing. In this section of your marketing plan, detail the positioning you desire and how your pricing will support it.

### Promotions Strategy

The promotions section is one of the most important sections of your marketing plan and details how you will reach new customers. There are numerous promotional tactics, such as television ads, trade show marketing, press releases, online advertising, and event marketing. In this section of your marketing plan, consider each of these alternatives and decide which ones will most effectively allow you to reach your target customers.

### Online Marketing Strategy

Like it or not, most customers go online these days to find and/or review new products and/or services to purchase. As such, having the right online marketing strategy can help you secure new customers and gain competitive advantage.

### SLIDE Pepper Diet

Dr. Pepper's latest product is an "it's not for women" soda called Dr Pepper Ten. The product, unlike zero-calorie diet sodas, has 10 "manly" calories, as shown in its ads featuring a metallic gray can. Its target audience is younger males whom the makers of Dr Pepper believe are turned off by zero-calorie diet sodas but are still concerned about caloric intake.