

# [Coca cola and innocent: an innocent partnership?](https://assignbuster.com/coca-cola-and-innocent-an-innocent-partnership/)

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This paper, alma to discuss and discover what brought Peeps- Co organization Interest upon a company that In appearance Is at their antipode. Coca-Cola and Innocent: what interest? It is public knowledge that the beverage giant Pepsi- co had their shares of scandals and marketing mishaps as already discussed during our week 2 assignment. A market segment whew re the organization is lacking presence and weight is the healthy segment and the image of " Innocence" is absent from the corporation brand.

The Innocent company Brand image Is strong, co marred to competitor In salary market segments, due to the name strength which Implies In m y opinion, strong ethics, transparency and stakeholdersrespect. Coca cola, In perennial competition with Pepsi- co. Tries to gain market advantage, further eroded after the Pepsi " agreement to distribute Tamping Plus fruit- flavored beverage" (Beverage Industry, 2010).

The acquisition of Interests in a Company such as Innocent (The Guardian, 200 & Beverage Industry, 2010) could prove an interesting market entry for the soft drinks giant as we shall not forget Coca- Cola failed attempt to enter the European healthy drinks market. Since then the " company has tried to Improve its UK Image.