

Pepsi one case study

Business



In September 1995, Pepsico stated that Pepsi Max would have more than \$500 million in sales and projected a growth rate of 70 percent for that year. Pepsi introduced many athletic activities in their commercials when promoting Pepsi Max. The reason they had chosen to keep both names were to attract different consumers who were scared of the word diet. Consumer tests, Pepsi One reached very high scores. Nearly 70 percent of consumers who tried Pepsi One in an extensive home-use test stated that they would most likely purchase the product again.

According to Pepsi-Cola North America, Pepsi One will be treated as a core brand.

This means that it will be available everywhere Pepsi, Diet Pepsi, and Mountain Dew are available. Globally, Pepsi has met the required standards and has been becoming more successful in its market positions. Pepsi One will not take away market share from Diet Pepsi, but it will generate more revenues and increase sales within time. Pepsi's main idea with Pepsi Max was to create a drink that was diet without tasting like a diet drink.

What Pepsi is doing is creating a wide variety of consumers to meet all ages and personalities around the world.

Pepsi has been doing a good job at marketing their products as well. They give away plenty of free samples at super markets, convenient stores as well as food services to promote their products. Most users around the globe don't use vending machines as much especially only to keep the main targeted products consumers consistently buy. Pepsi has marketed there

product so that more people will buy Pepsi one or Pepsi Max in super markets.

Pepsi Ones name was create to promote a diet drink without the after taste.

What Coke has over Pepsi is the fact that it was invented first. What Pepsi was trying to accomplish was to get there new tasting drink out there first to compete with coke, a diet drink they had not created lull after Pepsi. Pepsi Is smart to keep their main product as the original Pepsi so even though they are marketing a new product globally to compete with their diet sodas, they have still kept their core colors.

In conclusion, Pepsi has done an excellent job at exploring many new products to meet all consumers' needs nationally. With making over 21 billion dollars in sales every year, there Increasing innovation and new products with various fountain sodas Is still successful to date.

Pepsi one case study By moneybag create a diet soda " Pepsi One and Pepsi Max" to introduce a soda that had no after Pepsi introduced many athletic activities in there commercials when promoting Pepsi brand.

This means that it will available everywhere Pepsi, Diet Pepsi, and Mountain Dew are available. Globally, Pepsi had met the required standards and has been becoming more successful in its market positions. Pepsi One will not take away with Coke, a diet drink they had not created till after Pepsi. Pepsi is smart to keep colors. In conclusion, Pepsi has done an excellent Job at exploring many new in sales every year, there increasing innovation and new products with various fountain sodas is still successful to date.