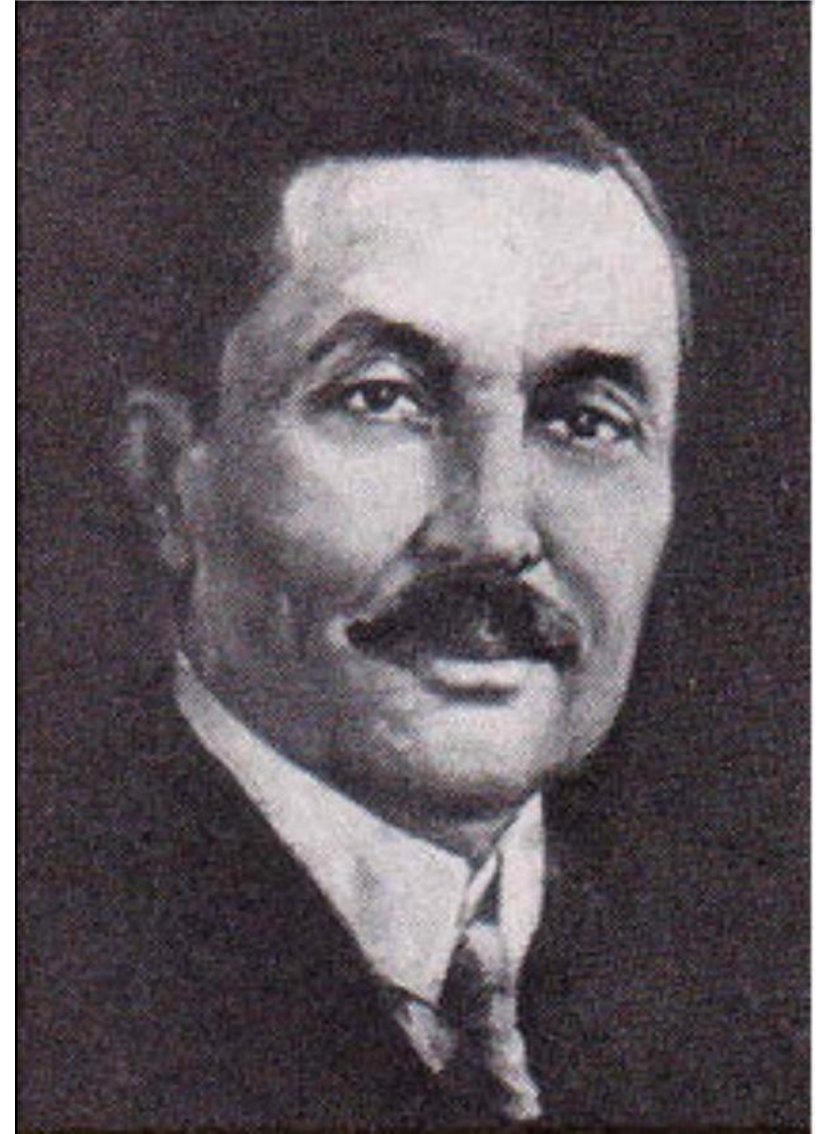


The Pepsi Company



History

- 1893 – a new cure for indigestion is introduced as “Brad’s Drink” by Caleb Bradham.
- 1898 – the drink gets renamed to “Pepsi-Cola” to resemble the Greek word «πέψις», which means “digestion”. It gets a patent, and a company is established to produce the drink.
- 1923 – the company is sold to Roy C. Megargel.
- 1931-1939 – the company is sold again to Charles Guth, «Pepsi-Cola» begins aggressive marketing by selling the drink in 12-ounce bottles for the old price of 6-ounce bottles (5 cents).
- 1961 – the drink becomes just “Pepsi”.



Logo

- The logo of «Pepsi» was created along with the company – in 1898. It was an inscription «Pepsi-Cola», with many curves to attract customers, in red color to symbolize the company's ambition to self-improve. However, in 1905 the logo became simplified, and in 1950 blue was added to it. This made it look more like the flag of the USA, and the logo became more similar to what it is now.



1898



1950



TODAY

Advertising

- «Pepsi's» adverts are unique due to the amount of famous people like Michael Jackson, Britney Spears, Beyonce, Cindy Crawford and etc. involved in them. Besides, it changes its advertising slogan every year. «Pepsi» always tries to be progressive, creative and unconventional.



Sales and promotions

- In retail conditions, “Pepsi” is the main rival of “Coca-Cola”. Choosing between the two is always a dilemma for a customer. That’s why “Pepsi” often runs different prize raffles not to let the opposite attract buyers from it. The company also produces drinks with various flavours that “Coca-Cola” doesn’t have (for example, “Cucumber Pepsi”) so that the purchaser always has something new to try.
- It is hard to say which one is more popular, because there are many researches done on this, but they all give different results: “Pepsi’s” ones state that **they** are better-known, whereas “Coca-Cola’s” ones state vice versa.

Targeting

- “Pepsi” is in a lucky position when it comes to targeting: its drink is appropriate for people of any age, culture or personality. It is a universal product that anyone can consume.

What makes “Pepsi” unique?

- It has made its way to the market despite “Coca-Cola” appearing earlier in it.
- It produces high quality drinks for a relatively reasonable and low price.
- It doesn’t only focus on producing “Pepsi” drinks, it makes different things (for example, “Lays”, “Cheetah’s”, dairy products like “Immunele”, other soft drinks, food for babies and etc.)

Social Status

- “Pepsi’s” income is about \$ 67 160 000 000 per year.
- The company’s headquarters are in the USA, in New York. It also has 16 subdivisions in the United States themselves and 86 subdivisions in other countries of the world.
- “Pepsi” is the 20th most popular beverage and the 3rd most famous.