

**Project Report**

**“A STUDY ON SALES PROMOTIONS OF PEPSI”**

**Submitted to**

**G.S. College of Commerce & Economics**

**Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

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**Under the Guidance of**

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**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2021 – 22**



**G.S. College of Commerce & Economics, Nagpur**

**Academic Year 2021 – 22**



**CERTIFICATE**

**This is to certify that KAPILA KAILASH BADHEL has submitted the project report titled A STUDY OF SALES PROMOTION OF PEPSI, towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.**

**It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2021 – 22**



## **DECLARATION**

here- I by declare that the project with title **A STUDY OF SALES PROMOTION OF PEPSI** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Signature of Student**

**Place: NAGPUR**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2021 – 22**



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I would like to thank all those who helped me in making this project complete and successful.

**Signature of Student**

**Place: NAGPUR**

**Date:**

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## **INTRODUCTION**

### **Sales Promotion**

Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service (i.e., initiatives that are not covered by the other elements of the marketing communications or promotions mix). Sales promotions are varied. Often, they are original and creative, and hence a comprehensive list of all available techniques is virtually impossible (since original sales promotions are launched daily!). Here are some examples of popular sales promotions activities:

#### **1. Buy-One-Get-One-Free (BOGOF)**

Which is an example of a self-liquidating promotion. For example, if a loaf of bread is priced at \$1, and cost 10 cents to manufacture, if you sell two for \$1, you are still in profit - especially if there is a corresponding increase in sales. This is known as a PREMIUM sales promotion tactic.

#### **2. Customer Relationship Management (CRM)**

Incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.

#### **3. New media**

Websites and mobile phones that support a sales promotion. For example, in the United Kingdom, nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.

#### **4. Merchandising**

Additions such as dump bins, point-of-sale materials and productdemonstrations.

#### **5. Free gifts**

E.g., Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.

#### **6. Discounted prices**

E.g., Budget airline such as EasyJet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.

#### **7. Joint promotions** between brands owned by a company, or with another company's brands.

For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.

**8. Free samples** (aka. sampling) e.g. tasting of food and drink at sampling points in supermarkets.

For example Red Bull (a caffeinated fizzy drink) was given away to potential consumers at supermarkets, in high streets and at petrol stations (by a promotions team).

(i) **Vouchers and coupons**, often seen in newspapers and magazines, on packs.

**9. Competitions and prize draws**, in newspapers, magazines, on the TV and radio, on The Internet, and on packs.

**10. Cause-related and fair-trade** products that raise money for charities, and the less well-off farmers and producers, are becoming more popular.

**11. Finance deals** for example, 0% finance over 3 years on selected vehicles.

Many of the examples above are focused upon consumers. Don't forget that promotions can be aimed at wholesalers and distributors as well. These are known as **Trade Sales Promotions**. Examples here might include joint promotions between a manufacturer and a distributor, sales promotion leaflets and other materials (such as car), and incentives for distributor sales people and their retail clients.

**Sales promotion** is one of the four aspects of promotional mix. (The other three parts of the promotional mix are advertising, personal selling, and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include:

- Contests
- point of purchase displays
- rebates
- free travel, such as free flights

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Some sale promotions, particularly ones with unusual methods, are considered gimmick by many.

### **Consumer sales promotion techniques**

**Price deal:** A temporary reduction in the price, such as happy hour

**Loyal Reward Program:** Consumers collect points, miles, or credits for purchases and redeem them for rewards. Two famous examples are Pepsi Stuff and Advantage.

**. Cents-off deal:** Offers a brand at a lower price. Price reduction may be a percentage marked on the package.

- Price-pack deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).

Coupons: coupons have become a standard mechanism for sales promotions.

- Loss leader: the price of a popular product is temporarily reduced in order to stimulate other profitable sales

- Free-standing insert (FSI): A coupon booklet is inserted into the local newspaper for delivery.

- On-shelf couponing: Coupons are present at the shelf where the product is available. .  
Checkout dispensers: On checkout the customer is given a coupon based on products purchased.

On-line couponing: Coupons are available on line. Consumers print them out and take them to the store.

Mobile couponing: Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.

Online interactive promotion game: Consumers play an interactive game associated with the promoted product. See an example of the Interactive Internet Ad for tomato ketchup.

Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer.

- Contests/sweepstakes/games: The consumer is automatically entered into the event by purchasing the product.

. Point-of-sale displays:

- Aisle interrupter. A sign that juts into the aisle from the shelf.
- Dangler: A sign that sways when a consumer walks by it.
- Dump bin: A bin full of products dumped inside.
- Glorifier: A small stage that elevates a product above other product.
- Wobbler. A sign that jiggles.
- Lipstick Board: A board on which messages are written in crayon.



- Necker: A coupon placed on the 'neck' of a bottle.
- YES unit: "your extra salesperson" is a pull-out fact sheet.

### **Trade sales promotion techniques**

- Trade allowances: short term incentive offered to induce a retailer to stock up on a product.
- Dealer loader: An incentive given to induce a retailer to purchase and display a product.
- Trade contest: A contest to reward retailers that sell the most product.
- Point-of-purchase displays: Extra sales tools given to retailers to boost sales.
- Training programs: dealer employees are trained in selling the product.
- Push money: also known as "spiffs". An extra commission paid to retail' push products,


Trade discounts (also called functional discounts): These are payments to distribution channel members for performing some function.

## PROMOTIONAL MIX

There are four main aspects of a promotional mix. These are:

1. Advertising- Any paid presentation and promotion of ideas, goods, or services by an identified sponsor. Examples: Print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, motion pictures, Web pages, banner ads, and emails.
2. Personal Selling -A process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation. Examples: Sales: presentations, sales meetings, sales training and incentive programs for intermediary salespeople. samples, and telemarketing. Can be face-to-face or via telephone.
3. Promotions- Incentives designed to stimulate the purchase or sale of a product, usually in the short term. Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions.
4. Public relations - Paid intimate stimulation of supply for a product, service, or business unit by planting significant news about it or a favorable presentation of it in the media. Examples: Newspaper and magazine articles/reports, TVs and radio presentations, charitable contributions, speeches, issue advertising, and seminars.

**COMPANY PROFILE****PEPSI**

Pepsi	
	
Types	Cola
Manufacturer	PepsiCo
Country of origin	United States
Introduced	1893; 124yrs ago (as brad's drink) 1898; 119yrs ago (as Pepsi-Cola) 1961; 56yrs ago (as Pepsi)
Color	Caramel E-150d
Variants	Diet Pepsi Pepsi wild cherry Crystal Pepsi Caffeine-free Pepsi Pepsi-cola made with real sugar Pepsi vanilla Pepsi zero sugar Pepsi next
Related products	Coca-Cola RC Cola
Website	Pepsi.com

Pepsi (currently stylized as Pepsi and formerly stylized as PEPSI) is a carbonated soft drink produced and manufactured by PepsiCo. Originally created and developed in 1893 and introduced as Brad's Drink, it was renamed as Pepsi-Cola on August 28, 1898, and then as Pepsi in 1961. It is currently known in North America alternatively as Pepsi-Cola as of 2014.

Pepsi products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world, Pepsi generated more than US \$63 billion dollars in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than US \$1 billion dollars each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose- our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information,

#### PepsiCo India Region: Leadership through Performance with Purpose

PepsiCo entered India in 1989 and in a short period, has grown into one of the largest MNC food and revenue businesses in the country. PepsiCo's growth in India has been guided by "Performance with Purpose", its goal to deliver top-tier financial performance while creating sustainable growth and shareholder value.

Large investor in India with strong brands: PepsiCo has been consistently investing in India, in the areas of product innovation, increasing manufacturing capacity, ramping up market infrastructure, strengthening supply chain and expanding company's agriculture programmed. The company has built an expansive beverage and snack food business supported by 62 plants across the country. In two decades, the company has been able to organically grow eight brands each of which generate Rs. 1000 crores or more in estimated annual retail sales and are household names, trusted across the country. A growing portfolio of enjoyable and wholesome snacks and beverages: PepsiCo India's diverse portfolio reflects its commitment to nourish consumers with a diverse range of fun and healthier products and includes iconic brands like Pepsi, Lay's, Kurkure, Tropicana, Gatorade and Quaker. In addition to the recently launched Lay's Maxx, 7UP Revive and Tropicana Slice Alphonso, the portfolio includes several healthier treats like Quaker Oats, Tropicana juices, rehydrator Gatorade, Tata Water Plus and Quaker flavored outs.

Model partnership with over 24,000 farmers: PepsiCo India has pioneered and established a model of partnership with farmers and now works with over 24,000 happy farmers across nine states. More than 45 percent of these are small and marginal farmers with a land holding of one acre or less. PepsiCo provides 360-degree support to the farmer through assured buy back of their produce at pre-agreed prices, quality seeds, extension services, disease control packages, bank loans, weather insurance, and the latest technological practices. The association with PepsiCo India has not only raised the incomes of small and marginal farmers, but also their social standing.

Global leader in water conservation: In 2009, PepsiCo India achieved a significant milestone, by becoming the first business to achieve "Positive Water Balance in the beverage world, and has been Water Positive since then. In 2015, PepsiCo India saved 12.75 billion liters more than it consumed in its manufacturing operations. The company made this possible through innovative irrigation practices like direct seeding, community water recharging initiatives, and by reducing the consumption of water in its manufacturing facilities. PepsiCo is lauded for its efforts for water conservation and has received numerous awards such as CII National award for water management, Water Digest award for water practices and Golden Peacock award for water conservation amongst others.

Care for the environment: PepsiCo India is focused on reducing its carbon footprint. In 2015, PepsiCo's India's Food and Beverage plants had a 78% and 41% share from renewable energy sources, respectively such as bio mass and rice husk boilers and wind turbines. Initiatives such as reduction in use of chemicals, eco-friendly packaging initiatives and efficient waste management help reduce load on the environment. PepsiCo in partnership with the NGO Exnora and local municipalities has also been working on a unique waste collection and treatment model. programme called Waste-to-Wealth. The award-winning programme has positively impacted more than 5,00,000 people.

Following the successful implementation of the Waste to Wealth model programme, PepsiCo India has handed over four municipalities in Tamil Nadu (Chennai, Nagapattinam, Tenkasi, Cuddalore) and one municipal corporation in Haryana (Panipat), to the respective authority for sustained delivery.

Exemplary employment practices: PepsiCo India provides direct and indirect employment to almost 2,00,000 people. The company believes in providing employment and growth opportunities to local talent. Its College of Leadership', ensures early identification of talent, and employees' focused development through critical experiences. PepsiCo firmly believes that encouraging diversity means encouraging policies and systems that respect people's special needs. Not only does PepsiCo have a vibrant and diverse workforce, it takes the utmost care to make dynamic business leaders of its employees and foster their career and personal growth through differentiated experiences and a robust leadership development model.

## **Mission and Vision**

At Pepsi we believe that business and society can thrive together. We are guided by Performance with Purpose; delivering top-tier results in a way that sustains and respects business, society and the planet.

### **Our Mission**

As one of the largest food and beverage companies in the world, our mission is to provide consumers around the world with delicious, affordable, convenient and complementary foods and beverages from wholesome breakfasts to healthy and fun daytime snacks and beverages to evening treats. We are committed to investing in our people, our company and the communities where we operate to help position the company for long-term, sustainable growth.

### **Our Vision**

At Pepsi, we're committed to achieving business and financial success while leaving a positive imprint on society delivering what we call Performance with Purpose.

In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy cats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate.

Wherever we do business, Performance with Purpose is our guide. We believe that delivering for our consumers and customers, protecting the environment, sourcing with integrity and investing in our employees are not simply good things to do, but that these actions fuel our returns and position PepsiCo for long-term, sustainable growth.

### **Guiding Principles**

To advance our mission and vision with honesty, fairness and integrity, we are committed to six guiding principles. When conducting business around the world, we must always strive to:

Care for our customers, our consumers and the world we live in.

We are driven by the intense, competitive spirit of the marketplace, but we direct this spirit toward solutions that benefit both our company and our constituents. We see our success as inextricably linked to that of our customers, consumers and communities.

### **Sell only products we can be proud of.**

The true test of our standards is our own consumption and endorsement of the products we sell. Without reservation. Our confidence helps ensure the quality of our products; from the moment we purchase ingredients to the moment it reaches the consumer's hand.

**Speak with truth and candor.**

We tell the whole story, not just what's convenient to our individual goals. In addition to being clear, honest and accurate, we are responsible for ensuring our communications are understood.

**Win with diversity and inclusion.**

We embrace people with diverse backgrounds, traits and ways of thinking. Our diversity brings new perspectives into the workplace and encourages innovation, as well as the ability to identify new market opportunities.

**Balance short-term and long-term.**

In every decision, we weigh both short-term and long-term risks and benefits. Maintaining this balance helps sustain our growth and ensures our ideas and solutions are relevant both now and in the future.

**Respect others and succeed together.**

Our mutual success depends on mutual respect, inside and outside the company. It requires people who are capable of working together as part of a team or informal collaboration. While our company is built on individual excellence, we also recognize the importance and value of Teamwork in turning our goals into accomplishments.

## History



The pharmacy of Caleb Bradham, with a Pepsi dispenser the drink Pepsi was first introduced as "Brad's Drink" in New Bern, North Carolina, United States, in 1893 by Caleb Bradham, who made it at his drugstore where the drink was sold. It was renamed Pepsi Cola in 1898 after the root of the word "dyspepsia" and the kola nuts used in the recipe. The original recipe also included sugar and vanilla. Bradham sought to create a fountain drink that was appealing and would aid in digestion and boost energy.



1919 newspaper ad for Pepsi-Cola





A plaque at 256 Middle Street, New Bern, NC

In 1903, Bradham moved the bottling of Pepsi-Cola from his drugstore to a rented warehouse. That year, Bradham sold 7,968 gallons of syrup. The next year, Pepsi was sold in six-ounce bottles, and sales increased to 19,848 gallons. In 1909, automobile race pioneer Barney Oldfield was the first celebrity to endorse Pepsi-Cola, describing it as "A bully drink...refreshing, invigorating, a fine bracer before a race." The advertising theme "Delicious and Healthful" was then used over the next two decades. In 1926, Pepsi received its first logo redesign since the original design of 1905. In 1929, the logo was changed again.

In 1931, at the depth of the Great Depression, the Pepsi-Cola Company entered bankruptcy—in large part due to financial losses incurred by speculating on the wildly fluctuating sugar prices as a result of World War I. Assets were sold and Roy C. Megargel bought the Pepsi trademark. Megargel was unsuccessful, and soon Pepsi's assets were purchased by Charles Guth, the President of Loft, Inc. Loft was a candy manufacturer with retail stores that contained soda fountains. He sought to replace Coca-Cola at his stores' fountains after Coke refused to give him a discount on syrup. Guth then had Loft's chemists reformulate the Pepsi-Cola syrup formula.

On three separate occasions between 1922 and 1933, The Coca-Cola Company was offered the opportunity to purchase the Pepsi-Cola company, and it declined on each occasion.

Pepsi-Cola trademark



The original stylized Pepsi-Cola logo used from 1898 until 1905.



The fourth stylized Pepsi-Cola logo used from 1940 to 1950. It was used again in 2014.

The original trademark application for Pepsi-Cola was filed on September 23, 1902 with registration approved on June 16, 1903. In the application's statement, Caleb Bradham describes the trademark and indicated that the mark was in continuous use for his business since August 1, 1901. The Pepsi-Cola's description is a flavoring syrup for soda water. The trademark expired on April 15, 1904.

A second Pepsi-Cola trademark is on record with the USPTO. The application date submitted by Caleb Bradham for the second trademark is Saturday, April 15, 1905, with the successful registration date of April 15, 1906, over three years after the original date. Curiously, in this application, Caleb Bradham states that the trademark had been continuously used in his business "and those from whom title is derived since in the 1905 application the description submitted to the USPTO was for a tonic beverage". The federal status for the 1905 trademark is registered and renewed and is owned by PepsiCo of Purchase, New York.

In 2014, the 1940 wordmark was used again and replacing the current wordmark on many cans.

### Rise

During the Great Depression, Pepsi gained popularity following the introduction in 1936 of a 12-ounce bottle. With a radio advertising campaign featuring the jingle "Pepsi-Cola hits the spot / Twelve full ounces, that's a lot / Twice as much for a nickel, too / Pepsi-Cola is the drink for you", arranged in such a way that the jingle never ends. Pepsi encouraged price-watching consumers to switch, obliquely referring to the Coca-Cola standard of 6.5 ounces per bottle for the price of five cents (a nickel), instead of the 12 ounces Pepsi sold at the same price. Coming at a time of economic crisis, the campaign succeeded in boosting Pepsi's status. From 1936 to 1938, Pepsi-Cola's profits doubled.



### Pepsi

Pepsi's success under Guth came while the Loft Candy business was faltering. Since he had initially used Loft's finances and facilities to establish the new Pepsi success, the near-

bankrupt Loft Company sued Guth for possession of the Pepsi-Cola company. A long legal battle. Guth Loft, then ensued, with the case reaching the Delaware Supreme Court and ultimately ending in a loss for Guth.



1940s advertisement specifically targeting African Americans, A young Ron Brown is the boy reaching for a bottle

Walter Mack was named the new President of Pepsi-Cola and guided the company through the 1940s. Mack, who supported progressive causes, noticed that the company's strategy of using advertising for a general audience either ignored African Americans or used ethnic stereotypes in portraying blacks. Up until the 1940s, the full revenue potential of what was called "the Negro market" was largely ignored by white-owned manufacturers in the U.S. Mack realized African Americans were an untapped niche market and that Pepsi stood to gain market share by targeting its advertising directly towards them. To this end, he hired Hennen Smith, an advertising executive "from the Negro newspaper field" to lead an all-black sales team, which had to be cut due to the onset of World War II.

In 1947, Walter Mack resumed his efforts, hiring Edward F. Boyd to lead a twelve-man team. They came up with advertising portraying black Americans in a positive light, such as one with a smiling mother holding a six pack of Pepsi while her son (a young Ron Brown, who grew up to be Secretary of Commerce) reaches up for one. Another ad campaign, titled "Leaders in Their Fields", profiled twenty prominent African Americans such as Nobel Peace Prize winner Ralph Bunche and photographer Gordon Parks.

Boyd also led a sales team composed entirely of blacks around the country to promote Pepsi. Racial segregation and Jim Crow laws were still in place throughout much of the U.S.: Boyd's team faced a great deal of discrimination as a result, from insults by Pepsi co-workers to threats by the Ku Klux Klan. On the other hand, it was able to use racism as a selling point, attacking Coke's reluctance to hire blacks and support by the chairman of Coke for segregationist Governor of Georgia Herman Talmadge. As a result, Pepsi's market share as compared to Coke's shot up dramatically in the 1950s with African American soft-drink consumers three times more likely to purchase Pepsi over Coke. After the sales team visited Chicago, Pepsi's share in the city overtook that of Coke for the first time.

Journalist Stephanie Capparell interviewed six men who were on the team in the late 1940s:

The team members had a grueling schedule, working seven days a week, morning and night, for weeks on end. They visited bottlers, churches, "ladies' groups," schools, college campuses, YMCAs, community centers, insurance conventions, teacher and doctor conferences, and various civic organizations. They got famous jazzmen such as Duke Ellington and Lionel Hampton to give shout-outs for Pepsi from the stage. No group was too small or too large to target for a promotion.

Pepsi advertisements avoided the stereotypical images common in the major media that depicted one-dimensional Aunt Jemimas and Uncle Bens whose role was to draw a smile from white customers. Instead, it portrayed black customers as self-confident middle-class citizens who showed very good taste in their soft drinks. They were economical too, as Pepsi bottles were twice the size.

This focus on the market for black people caused some consternation within the company and among its affiliates. It did not want to seem focused on black customers for fear white customers would be pushed away. In a national meeting Mack tried to assuage the 500 bottlers in attendance by pandering to them, saying: "We don't want it to become known as a nigger drink." After Mack left the company in 1950, support for the black sales team faded and it was cut.

## PEPSI PERFECT

Pepsi Perfect is a vitamin-enriched soft drink used in Back to the Future Part II when Marty orders it in the Cafe '80s.

To commemorate the trilogy's 30th anniversary, PepsiCo decided to release a limited-edition run of 6,500, with each costing \$20.15 which spells 2015, and are releasing it on October 21, 2015 online. [16] At Comic-Con. around 1.500 bottles were given to the 1.500 people who were dressed as Marty McFly at the annual convention, in commemoration of the trilogy.

The bottle itself is a 16.9 oz. container full of original Pepsi, under the name Pepsi Made with

Real Sugar.

Marketing strategy



The Pepsi logo used from 1969 to 1991. In 1987, the font was modified slightly to a more rounded version which was used until 1991. This logo is now used for Pepsi Throwback



The Pepsi logo used from 2003 to late 2008. Pepsi Wild Cherry continued to use this design through March 2010. Pepsi ONE continued to use this design until mid-2012. This logo is still in use in some international markets. The original version had the Pepsi wording on the top left of the Pepsi Globe. In 2007, the Pepsi wording was moved to the bottom of the globe.



The Pepsi logo used from 2008 to 2014. In October 2008, Pepsi launched an entirely new logo, but it did not come into effect until early 2009, when usage of the last logo ended. The Pepsi ball. is now two-dimensional again, and the red white and blue design has been changed to look like a smile, which changes size according to the specific type of Pepsi it is used on (i.e., Diet Pepsi or Pepsi Max). The font used in this logo is almost identical to the font used for Diet Pepsi from 1975 to 1986. It is also worth noting that the "e" in "pepsi" is shaped liked previous forms of the Pepsi Globe.

From the 1930s through the late 1950s. "Pepsi-Cola Hits the Spot" was the most commonly used slogan in the days of old radio, classic motion pictures, and later television. Its jingle (conceived in the days when Pepsi cost only five cents) was used in many different forms with different lyrics. With the rise of radio, Pepsi utilized the services of a young, up-and-coming actress named Polly Bergen to promote products, oftentimes lending her singing talents to the classic "...Hits the Spot" jingle.

Film actress Joan Crawford, after marrying then Pepsi-Cola President Alfred N. Steele became a spokesperson for Pepsi, appearing in commercials, television specials and televised beauty pageants on behalf of the company Crawford also had images of the soft drink placed prominently in several of her later films. When Steele died in 1959, Crawford was appointed to the Board of Directors of Pepsi-Cola, a position she held until 1973, although she was not a board member of the larger PepsiCo, created in 1965.

The Buffalo Bisons, an American Hockey League team, were sponsored by Pepsi-Cola in its later years: the team adopted the beverage's red, white and blue color scheme along with a modification of the Pepsi logo (with the word "Buffalo" in place of the Pepsi-Cola wordmark). The Bisons ceased operations in 1970 (making way for the Buffalo Sabers).

Through the intervening decades, there have been many different Pepsi theme songs sung on television by a variety of artists, from Joanie Summers to the Jacksons to Britney Spears.

Pepsi has been featured in several films, including Back to the Future Part II (1989), Home. Alone (1990), Wayne's World (1992), Fight Club (1999), and World War Z (2013).

In 1996, PepsiCo launched the highly successful Pepsi Stuff marketing strategy. By 2002, the strategy was cited by Promo Magazine as one of 16 "Ageless Wonders" that "helped redefine promotion marketing". In 2007. PepsiCo redesigned its cans for the fourteenth time, and for the first time, included more than thirty different backgrounds on each can, introducing a new background every three weeks.

One of its background designs includes a string of repetitive numbers, "73774". This is a numerical expression from a telephone keypad of the word "Pepsi".

In late 2008, Pepsi overhauled its entire brand, simultaneously introducing a new logo and a minimalist label design. The redesign was comparable to Coca-Cola's earlier simplification of its can and bottle designs. Pepsi also teamed up with YouTube to produce its first daily entertainment show called Poptub. This show deals with pop culture, internet viral videos, and celebrity gossip.

In 2009, "Bring Home the Cup" changed to "Team Up and Bring Home the Cup". The new installment of the campaign asks for team involvement and an advocate to submit content on behalf of their team for the chance to have the Stanley Cup delivered to the team's hometown by Mark Messier.

Pepsi has official sponsorship deals with four major North American professional sports leagues: the National Football League, National Hockey League, Major League Baseball and National Basketball Association. Up until December 2015 Pepsi had sponsored Major League Soccer before the MLS signed a four-year deal with Coca-Cola [25] Pepsi also has the naming rights to Pepsi Center, an indoor sports facility in Denver, Colorado. In 1997, after his sponsorship with Coca-Cola ended, retired NASCAR Sprint Cup Series driver timed Fox

NASCAR announcer Jeff Gordon signed a long-term contract with Pepsi, and he drives with the Pepsi logos on his car with various paint schemes for about 2 races each year, usually a darker paint scheme during nighttime races. Pepsi has remained as one of his sponsors ever since. Pepsi has also sponsored the NFL Rookie of the Year award since 2002.

Pepsi also has sponsorship deals in international cricket teams. The Pakistan cricket team is one of the teams that the brand sponsors. The team wears the Pepsi logo on the front of their test and ODI test match clothing.

In July 2009, Pepsi started marketing itself as Pepsi in Argentina in response to its name being

mispronounced by 25% of the population and as a way to connect more with all of the population. In October 2008, Pepsi announced that it would be redesigning its logo and re-branding many of its products by early 2009. In 2009, Pepsi Diet Pepsi and Pepsi Max began using all lower-case

fonts for name brands, and Diet Pepsi Max was re-branded as Pepsi Max. The brand's blue and red globe trademark became a series of "smiles", with the central white band arcing at different angles depending on the product until 2010. Pepsi released this logo in U.S. in late 2008, and later it was released in 2009 in Canada (the first country outside of the United States for Pepsi's new logo), Brazil, Bolivia, Guatemala, Nicaragua, Honduras, El Salvador, Colombia, Argentina, Puerto Rico, Costa Rica, Panama, Chile, Dominican Republic, the Philippines and Australia. In the rest of the world, the new logo has been released in 2010. The old logo is still used in several markets internationally, and has been phased out most recently in France and Mexico. The UK started to use the new Pepsi logo

on cans in an order different from the US can. Starting in mid-2010, all Pepsi variants, regular, diet, and Pepsi Max, have started using only the medium-sized "smile" Pepsi Globe.

Pepsi and Pepsi Max cans and bottles in Australia now carry the localized version of the new

Pepsi Logo. The word Pepsi and the logo are in the new style, while the word "Max" is still in the previous style. Pepsi Wild Cherry finally received the 2008 Pepsi design in March 2010 and Pepsi One got the redesign in 2012.

In 2011, for New York Fashion Week. Diet Pepsi introduced a "skinny" can that taller and has been described as a "sassier" version of the traditional can that Pepsi says was made in "celebration of beautiful, confident women". The company's equating of "skinny" and "beautiful" and "confident" is drawing criticism from brand critics, consumers who do not back the "skinny is better" ethos, and the National Eating Disorders Association, which said that it takes offense to the can and the company's "thoughtless and irresponsible" comments. PepsiCo Inc. is a Fashion Week sponsor. This new can was made available to consumers nationwide in March.

In April 2011. Pepsi announced that customers will be able to buy a complete stranger a soda at a

new "social" vending machine, and even record a video that the stranger would see when they

pick up the gift.[29]

In March 2012, Pepsi introduced Pepsi Next, a cola with half the calories of regular Pepsi.

In March 2013, Pepsi for the first time in 17 years reshaped its 20-ounce bottle. However, some areas did not get the updated bottles until early 2014.

In November 2013, Pepsi issued an apology on their official Swedish Facebook page for using pictures of Cristiano Ronaldo as a voodoo doll in various scenes before the Sweden v Portugal 2014 FIFA World Cup playoff game. In November 2015, Pepsi announced it would launch a new variation called "1893". This

variation was released in 2016, as being another Pepsi variation made with all natural ingredients, being similar to Kaleb's Cola.

Rivalry with Coca-Cola

Cola Wars

According to Consumer Reports, in the 1970s, the rivalry continued to heat up the market. Pepsi conducted blind taste tests in stores, in what was called the "Pepsi Challenge". These



tests suggested that more consumers preferred the taste of Pepsi (which is believed to have more lemon oil, and less orange oil, and uses vanillin rather than vanilla) to Coke. The sales of Pepsi started to climb, and Pepsi kicked off the "Challenge" across the nation. This became known as the "Cola Wars".

In 1985. The Coca-Cola Company, armed much publicity, changed its formula. The theory has been advanced that New Coke, as the reformulated drink came to be known, was invented specifically in response to the Pepsi Challenge. However, a consumer back lash led to Coca-Cola. quickly reintroducing the original formula as not Coke previous to 1985, but to Coca-Cola "Classic".

According to Beverage Digest's 2008 report on carbonated soft drinks, PepsiCo's U.S. market share is 30.8 percent, while The Coca-Cola Company's is 42.7 percent. Coca-Cola outsells Pepsi in most parts of the U.S., notable exceptions being central Appalachia, North Dakota, and Utah. In the city of Buffalo, New York, Pepsi outsells Coca-Cola by a two-to-one margin.

Overall, Coca-Cola continues to outsell Pepsi in almost all areas of the world. However, exceptions include Oman: India: Saudi Arabia: Pakistan (Pepsi has been a dominant sponsor of the Pakistan cricket team since the 1990s): the Dominican Republic: Guatemala: The Canadian

provinces of Quebec, Newfoundland and Labrador, Nova Scotia, and Prince Edward Island: and Northern Ontario.

Pepsi had long been the drink of French-Canadians, and it continues to hold its dominance by relying on local Québécois celebrities (especially Claude Meunier, of La Petite Vie fame) to sell its product. PepsiCo introduced the Quebec slogan "here, it's Pepsi" (Ice, chest Pepsi) in response to Coca-Cola ads proclaiming "Around the world, it's Coke" (Part out dans le monde, chest Coke).

As of 2012, Pepsi is the third most popular carbonated drink in India, with a 15% market share. behind Sprite and Thumps Up. In comparison, Coca-Cola is the fourth most popular carbonated drink, occupying a mere 8.8% of the Indian market share. By most accounts, Coca-Cola was India's leading soft drink until 1977, when it left India because of the new foreign exchange laws which mandated majority shareholding in companies to be held by Indian shareholders. The Coca-Cola Company was unwilling to dilute its stake in its Indian unit as required by the Foreign Exchange Regulation Act (FERA), thus sharing its formula with an entity in which it did not have majority shareholding. In 1988, PepsiCo gained entry to India by creating a joint venture with the Punjab government-owned Punjab Argo Industrial Corporation (PAIC) and Voltas India Limited. This joint venture marketed and sold Lehar Pepsi until 1991, when the use of brands was allowed: PepsiCo bought out its partners and ended the joint venture in 1994. In 1993, The Coca-Cola Company returned in pursuance of India's Liberalization policy.



Pepsi bottles in USSR period style in supermarket in Kyiv

In Russia, Pepsi initially had a larger market share than Coke, but it was undercut once the Cold War ended. In 1972, PepsiCo struck a barter agreement with the then government of the Soviet Union in which PepsiCo was granted exportation and Western marketing rights to Stolichnaya vodka in exchange for importation and Soviet marketing of Pepsi-Cola. This exchange led to Pepsi-Cola being the first foreign product sanctioned for sale in the U.S.S.R.

Reminiscent of the way that Coca-Cola became a cultural icon and its global spread spawned words like "coca colonization". Pepsi-Cola and its relation to the Soviet system turned it into an icon. In the early 1990s, the term "Pepsi-troika" began appearing as a pun on "perestroika", the reform policy of the Soviet Union under Mikhail Gorbachev. Critics viewed the policy as an attempt to usher in Western products in deals there with the old elites. Pepsi, as one of the first American products in the Soviet Union, became a symbol of that relationship and the Soviet policy. This was reflected in Russian author Victor Pelevin's book "Generation P".

In 1989, Billy Joel mentioned the rivalry between the two companies in the song "We Didn't Start the Fire". The line "Rock & Roller Cola Wars" refers to Pepsi and Coke's usage of various musicians in advertising campaigns. Coke used Paula Abdul, while Pepsi used Michael Jackson. Both companies then competed to get other musicians to advertise its beverages.

In 1992, following the dissolution of the Soviet Union, Coca-Cola was introduced to the Russian market. As it came to be associated with the new system, and Pepsi to the old, Coca-Cola rapidly captured a significant market share that might otherwise have required years to achieve. By July 2005, Coca-Cola enjoyed a market share of 19.4 percent, followed by Pepsi with 13 percent.

Pepsi did not sell soft drinks in Israel until 1991. Many Israelis and some American Jewish organizations attributed Pepsi's previous reluctance to do battle to the Arab boycott. Pepsi, which has a large and lucrative business in the Arab world, denied that, saying that economic, rather than political, reasons kept it out of Israel.

## Pepsi man

Pepsi man is an official Pepsi mascot from Pepsi's Japanese corporate branch. The design of the Pepsi man character is attributed to Canadian comic book artist Travis Charest, created sometime around the mid-1990s. Pepsi man took on three different outfits, each one representing the current style of the Pepsi can in distribution. Twelve commercials were created featuring the character. His role in the advertisements is to appear with Pepsi to thirsty people or people craving soda. Pepsi man happens to appear at just the right time with the product. After delivering the beverage, sometimes Pepsi man would encounter a difficult and action-oriented situation which would result in injury. Another more minor mascot, Pepsi woman, also featured in a few of her own commercials for Pepsi Twist: her appearance is basically a female Pepsi man wearing a lemon shaped balaclava

In 1996, Sega-AM2 released the Sega Saturn version of its arcade fighting game Fighting Vipers. In this game Pepsi man was included as a special character, with his specialty listed as being the ability to "quench one's thirst". He does not appear in any other version or sequel. In 1999, KID developed a video game for the PlayStation entitled Pepsi man. As the titular character, the player runs "on rails" (forced motion on a scrolling linear path), skateboards, rolls, and stumbles through various areas, avoiding dangers and collecting cans of Pepsi, all while trying to reach a thirsty person as in the commercials.

## Car contest in Novosibirsk

In 2002, at Novosibirsk. Pepsi created a contest to win a car, where customers who bought a bottle of Pepsi could win a car by choosing the right key for the car. However, when a man was able to open a car, he was sued by Pepsi, as Pepsi considered that he had forced the car open by applying pressure on the lock instead of selecting the right key, although the man stated that he had complied with every step of the contest rules.

## Ingredients

Nutrition facts			
Serving size 12 fl oz (355 ml)			
Servings per container 1			
Amount per serving			
Calories 150		Calories from fat 0	
% Daily value*			
Total fat	0 g		0%
Saturated fat	0 g		0%
Trans fat	0 g		
Cholesterol	0 mg		0%
Sodium	15 mg		1%
Potassium	0 mg		0%
Total carbohydrate	41 g		14%
Dietary fiber	0 g		0%
Sugars	41 g		
Protein	0 g		
Vitamin A	0%	Vitamin C	0%
Calcium	0%	Iron	0%
*Percent daily values are based on a 2,000-calorie diet. Your daily values may be higher or lower depending on your calorie needs.			

In the United States, Pepsi is made with carbonated water, high fructose corn syrup, caramel color, sugar, phosphoric acid, caffeine, Citric acid and natural flavors. A can of Pepsi (12.1 ounces) has 41 grams of carbohydrates (all from sugar), 30 mg of sodium, 0 grams of fat, 0 grams of protein, 38 mg of caffeine and 150 calories. The caffeine-free Pepsi-Cola contains the same ingredients but without the caffeine.

In August 2010, PepsiCo entered into a 4-year agreement with Simony for the development of artificial high-potency sweeteners for PepsiCo beverages. Under the contract, PepsiCo is paying \$30 million to Simony for the research and future royalties on PepsiCo products sold using Simony technology. According to PepsiCo, this collaboration will focus on the discovery, development and commercialization of sweet enhancers, with the purpose of providing lower calorie PepsiCo beverages. PepsiCo will have exclusive rights to the Simony sweet flavor ingredients developed through the collaboration.

In September 2012 Pepsi launched a new product called Pepsi Next which contains 30% less

sugar and added Stevia as a zero calorie sweetener. The product was rolled out in Australia and

was launched in the US on February 27, 2013.

## **RESEARCH STUDY**

### **OBJECTIVE OF THE STUDY**

An objective is the most important part of a research. The objective is the bull's eye, which a researcher has to hit. The objective determines the path on which a researcher has to walk on, and help him/her by not deviating from the path.

- To analysis sales promotion towards the company's products range.
- To Analysis consumer satisfaction for after sales service provided by Pepsi.
- To Analysis the Consumer behavior of among Pepsi.
- To get aware with the procedure of sales department.
- To analyze the awareness of customer of Pepsi.

### **SCOPE OF STUDY**

The scope formulation is the first step to a successful Research process. Project undertaken the problem of analyzing the sales promotion of Pepsi in Nagpur.

### **IMPORTANCE AND USE OF THE STUDY**

To keep things in mind that as the ever-changing competitive business environment. New thoughts and ideas should pour into its, Research & Development to innovate its existing products which should be beyond competitor's comprehension.

This study enables the user with answer to formulate an effective marketing mix strategy with broader prospective to tap areas where it did not feel the need earlier, hence the decision of whether to penetrate this section or not can be found out at the end of the data analysis.

It also gives an idea of the potential of our business in the future & the fluctuation in prices from time to time & from product to product.

Special reference is made to the improvement of ability of product in terms of packaging& product innovations & advertisement always means to cut down competitors.

## **RESEARCH METHODOLOGY**

### **INTRODUCTION**

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results

### **RESEARCH DESIGN**

The research design applied here was exploratory research

Exploratory Research is one in we don't know about the problem, we have find about the problem and then work on solving the problem. Whereas in case of descriptive research, we know the problem, we just have to find the solution to the problem. Generally descriptive research design is applied after exploratory research design.

Here after doing the secondary research, we found the general perception about the retail baking but then in second phase we tried to figure out where the difference lies and on what basis the banks differ from each other

### **RESEARCH TOOL**

#### **Research tool**

The purpose is to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which remain unanswered, this shall be further taken up in the next stage of secondary research. This stage shall help to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

#### **DATA COLLECTION:**

Both primary and secondary data have been collected very vigorouslyly

Secondary data: it is collected by the study of various reports. The reports studied under secondary data. Primary Data was taken with questionnaire

## **THE RESEARCH REPORT**

The report is the result of a survey which was undertaken in Nagpur city. The objectives of the project have been fulfilled by getting response from the customer associated to these segments through a personal interview in the form of a questionnaire. The responses available through the questionnaire are used to evaluate the sales promotion for the products of Pepsi and the willingness of the customer to purchase its products on future.

The project also covers an analysis of the switch over of customers to competitors' products in the market.

## **THE RESEARCH PROBLEM**

The problem formulation is the first step to a successful Research process. Project undertaken the problem of analyzing the sales promotion of Pepsi

## **THE RESEARCH OBJECTIVE**

Based on the problem the objective of the research is divided into two which are as follows:

### **Primary Objective:**

- To analyse sales promotion towards the company's products range.

### **Secondary Objective:**

- Analyse consumer satisfaction of Pepsi.
- Analyse the Consumer behaviour of Pepsi.

## **DATA COLLECTION:**

Both primary and secondary data have been collected very vigorously.

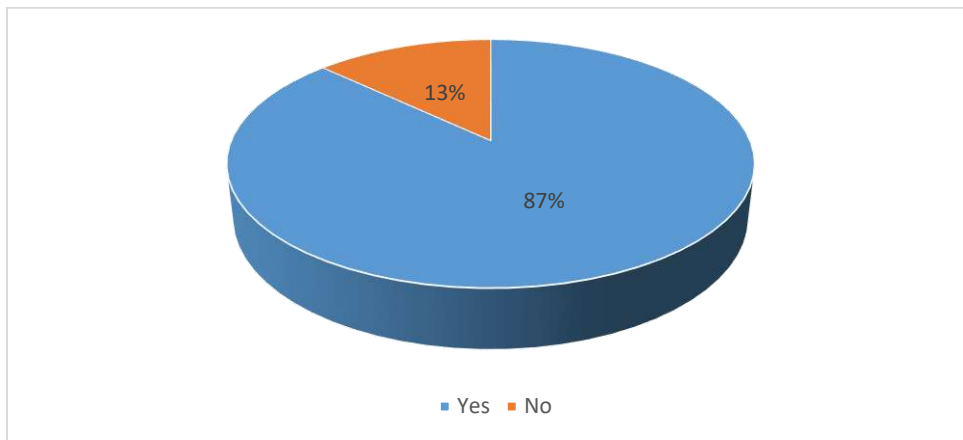
**Secondary data:** it is collected by the study of various reports. The reports studied under secondary data. Primary Data was taken with questionnaire.



## DATA ANALYSIS

1. Do you like the idea of purchasing Pepsi?

Yes	87
No	13

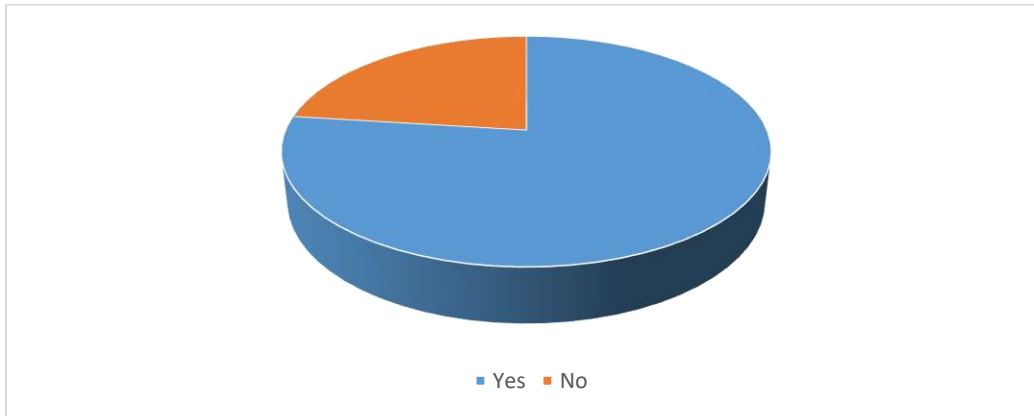


## **INTERPRETATION**

87% respondent said that they have idea of purchasing Pepsi products but 13% are not

2. Have you ever purchased product of Pepsi?

Yes	77
No	23

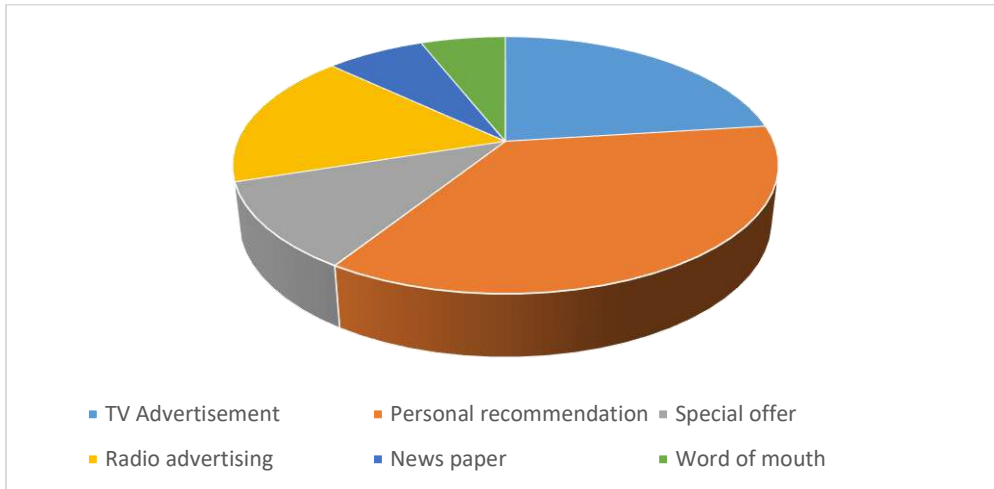


### **INTERPRETATION**

77% respondent said that they have ever purchase product of Pepsi but 23% are not

### 3. What helps you to decide which product of Pepsi you purchase?

TV Advertisement	23
Personal recommendation	36
Special offer	11
Radio advertising	17
News paper	7
Word of mouth	6

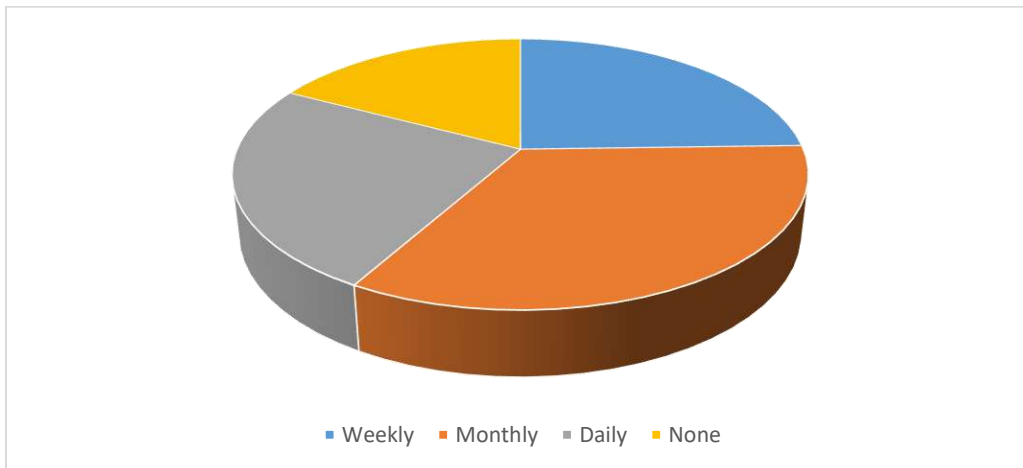


### INTERPRETATION

23% respondent said that they decide to purchase the product of Pepsi by TV advertisement, 36% personal recommendation, 11% special offer, 17% radio advertising, 7% from Newspaper and 6% word of mouth.

#### 4. How frequently you see advertisement of Pepsi?

Weekly	27
Monthly	37
Daily	27
None	19

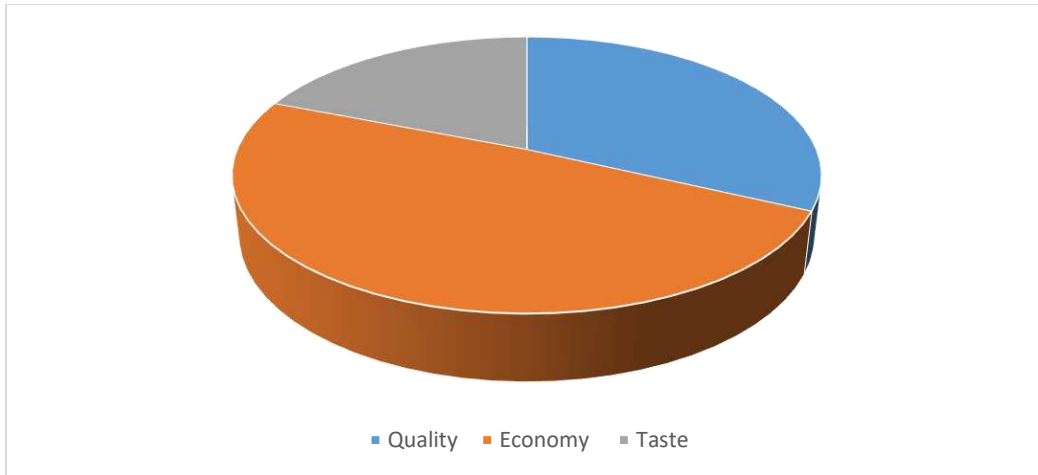


#### INTERPRETATION

25% respondent said that they have seen advertisement of Pepsi product weekly. 33% monthly, 25% daily, but 17% none.

5. What according to you are attractive features that buy Pepsi?

Quality	32
Economy	49
Taste	19

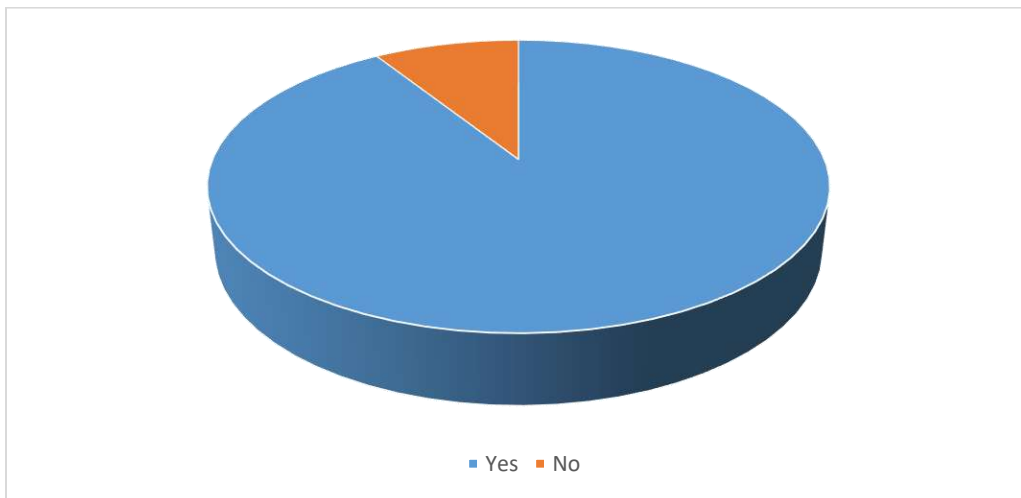


### INTERPRETATION

32% respondent said that they have attractive features that buy Pepsi is Quality, 49% Economy, 19% taste.

6. Are you satisfied with Pepsi?

Yes	91
No	9

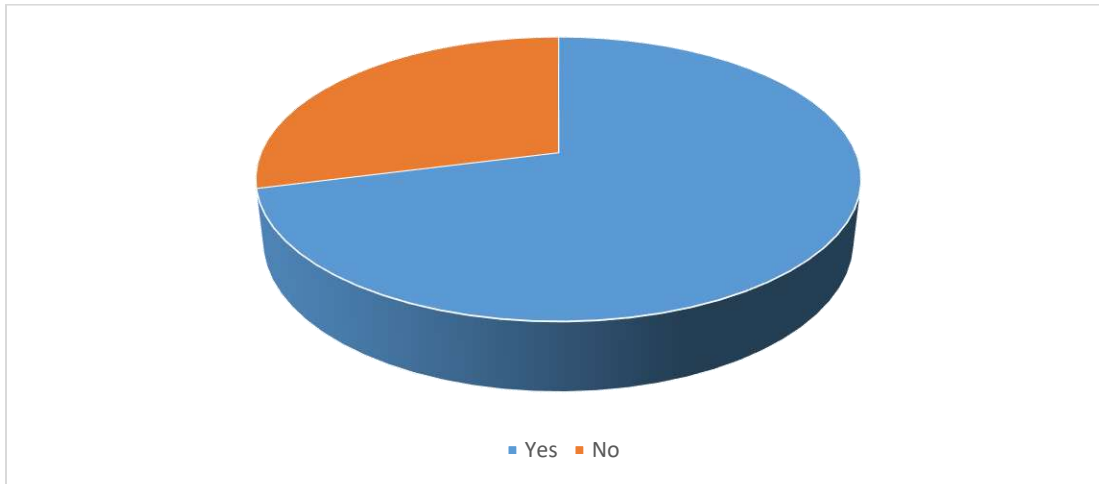


### INTERPRETATION

91% respondent said that they satisfied buy 9% no.

7. Do according to you Pepsi have changed the way the Consumer satisfaction towards soft drink?

Yes	71
No	29

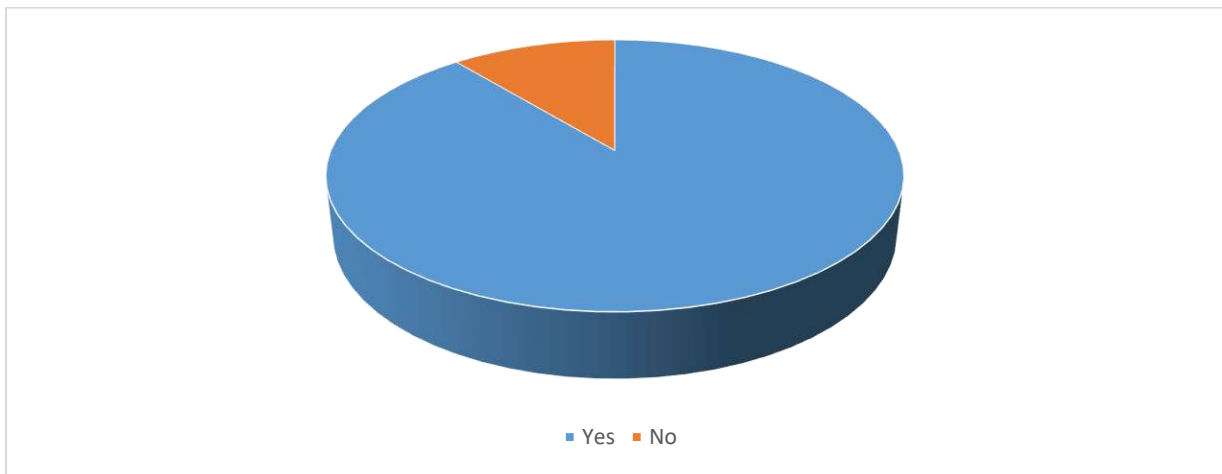


### **INTERPRETATION**

71% respondent said that Pepsi have changed the way the Consumer behavior towards soft drink product Yes but 29% said no.

8. Do you suggest Pepsi to others

Yes	89
No	11



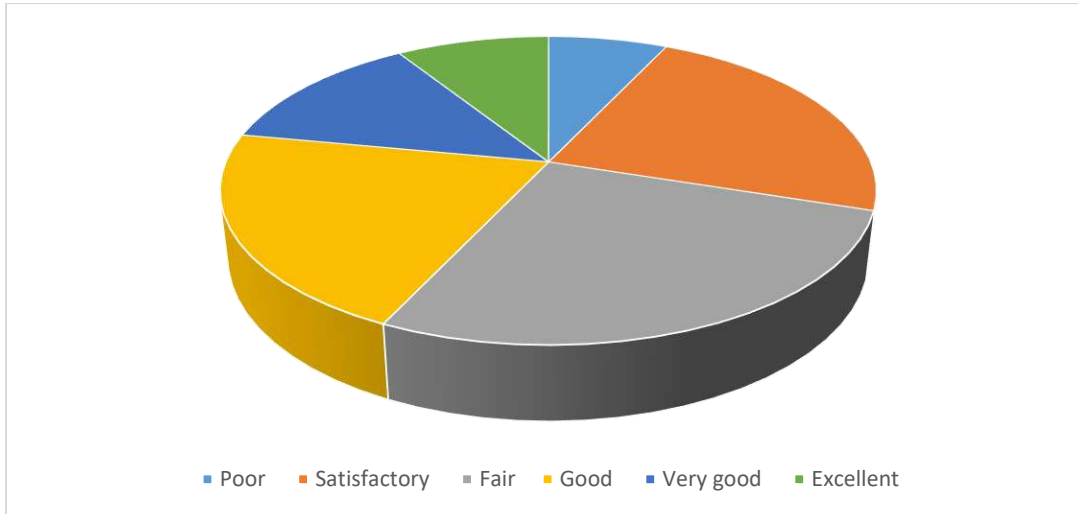
### INTERPRETATION

89% respondent said that they suggest Pepsi to others yes but 11 said no.



## 10. How will you rate present Pepsi performance?

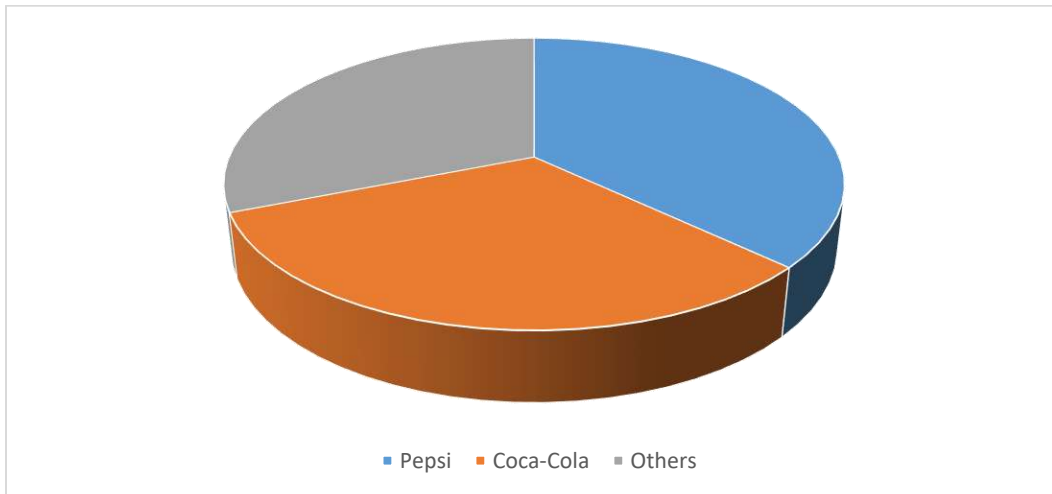
Poor	7
Satisfactory	23
Fair	27
Good	21
Very good	13
Excellent	9

**INTERPRETATION**

7% respondent said that they rate your present Pepsi performance poor, 23% satisfactory, 27% fair. 21% good, 13% very good. 9% excellent.

10. Which brand soft drink do you use frequently?

Pepsi	37
Coca-Cola	32
Others	31



### INTERPRETATION

37% respondent said that they were using Pepsi, 32% Coca-Cola, and 32% others.

### **FINDINGS**

- 87% respondent said that they have idea of purchasing Pepsi but 13% are not
- 77% respondent said that they have ever purchase product of Pepsi but 23% are not
- 23% respondent said that they decide to purchase the Pepsi by TV advertisement, 36 personal recommendation, 11% special offer, 17% radio advertising, 7% from Newspaper and 6% word of mouth.
- 25% respondent said that they have seen advertisement of Pepsi weekly. 33% monthly,
- 25% daily, but 17% none.
- 32% respondent said that they like quality of Pepsi, 49% Economy, 19%
- 91% respondent said that they satisfied buy 9% no.
- 71% respondent said that Pepsi have changed the way the Consumer satisfaction towards product Yes but 29% said no.
- 89% respondent said that they suggest Pepsi to others yes but 11 said no.
- 7% respondent said that they rate present Pepsi performance poor. 23% satisfactory, 27% fair, 21% good, 13% very good, 9% excellent.
- 37% respondent said that they were using Pepsi, 32% Coca-Cola, and 32% others.

## **HYPOTHESIS**

### **HYPO-I**

H1- Majority of Customers Like Pepsi in Cold Drink Segment.

H0- Majority of Customers Does Not Like Pepsi in Cold Drink Segment.

### **HYPO-II**

H1- Pepsi Have Strong Brand Loyalty & Customer Base.

H0- Pepsi Do Not Have Strong Brand Loyalty & Customer Base.

### **LIMITATION**

Though, best efforts have been made to make the study fair, transparent and error free. But there might be some inevitable and inherent limitations. Though outright measure are undertaken to make the report most accurate.

The limitation of the survey is narrated below:

- The project is valid for Nagpur city only.
- It was not possible to cover each and every respondent due to time constrains.
- There may be some biased response form the respondents
- Some respondents did not provide the full data.
- Unwillingness on the part of the customers to disclose the information as per the questionnaire.
- The decisiveness on the part of the customers regarding some question hence difficulty faced in recording and analyzing the data.

## CONCLUSION

- The report comes to the following conclusion
- The customers of Pepsi are brand loyal with only a small percent want to shift over to other brands. Trying of other brands by customers is mainly because the customer wants to try something new.
- The performance of Pepsi is fair in comparison to Coca-Cola Economy is the basic feature influencing to build brand Image.
- The competition of Pepsi is majorly Coca-Cola.
- Due to high brand loyalty the customers of Pepsi recommend its product to others.
- The customers are satisfied with the product range of Pepsi.

## **SUGGESTIONS AND RECOMMENDATION**

The recommendations are

The brand loyalty for more Pepsi can be increased if the Quality and appearance of the products are given due attention because Pepsi has captured a major share of soft drink.

The switch over of the customers can be prevented if more of new products are launched more frequently like Coca-Cola which launches new products with slight variations from the previous.

Quality are good but it still needs improvements.

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