

Remember That:**Effective Techniques of Keeping Advertisement in the Minds of Consumers.**

New products are invented, created, announced, produced, and purchased every day in this country, and this trend, with fastening advancement of technology and corporations' endless mission to expand consumer base, is likely to continue. However, most consumers are more likely to see a blockbuster movie opening night, than to buy a product the first day (or even week) of its release. This makes it ever more important for companies' of new products to use effective techniques to keep the products in minds of consumers, not just for days, but weeks or months, even if the companies are as large and international known as Coke and Pepsi.

In this essay, I will examine two different artifacts, advertising two similar products: Coke with Lime and Pepsi Lime. Both products were released in the spring of 2005, but established two very different advertisement campaigns, which, as I will explain later, are unique to each company philosophy and advertisement strategy. The goal of this essay is to discover what techniques are best at promoting new products and help create a lasting image in the audience memory and hypothesize which of these two advertisement campaigns will be the most successful.

The Philosophy of Two Companies:

To understand the different advertising strategies of Coke and Pepsi, it is necessary to know the philosophy of the two companies and their impact on American culture. Coca Cola bottling company has always been at the heart of American culture, from its upstart in Atlanta, Georgia in 1886 to serving Coca Cola to troops in World War II to its popular and monopolistic image of Santa Claus to its patented shape bottle. Coca Cola in away stood for American tradition right along side apple pie and the Declaration of Independence. So important was the American

desire that Coke remain a constant, unchanged part of their culture that when management changed the trade secret formula in an effort, ironically, to make Coke taste more like Pepsi and introduced New Coke, the American public was heard in a massive outcry. Calls to Coke's hotline tripled in the first day of its release. (coca-cola.com) One management official told of a letter from a consumer which contained the line, "You can burn the US Constitution on my front lawn, but you do not change the formula of Coke." (The History Channel) Although, taste tests, completed prior to the release of "New Coke" showed that 200,000 subjects preferred the taste of New Coke over the original, many felt betrayed that their favorite soft drink changed its taste. New Coke, hailed as one of the greatest product blunders of all time, was discontinued a mere 79 days after its release and Coke Cola Classic was reinstated. (coca-cola.com) Coke recovered from its potentially fatal mistake, but this one instance shows how much impact the company has on American culture.

Since the early 1960s, Pepsi Cola has promoted its image as being the youthful, exciting soft drink and has continued to hold this image even today. But Pepsi has also been seen as a continually changing and adapting company even from its early days. When Pepsi filed for bankruptcy in the mid-1920s, it reduced the president to offer the company to Coca-Cola. Coke refused. Refueled by rejection and the drive of a new owner, Pepsi tried several tactics to gain ground against Coke, from reusing old beer bottles to introducing the first nation-wide jingle, "Nickel, Nickel," which advertised their bigger 12oz bottles (Coke's bottles were only 6oz.) for a nickel. By the 1950s, Pepsi realized that they were struggling to gain ground with the World War II generation, who were served Coca Cola while overseas and kept a loyal consumer base, so the company moved its focus demographic to the younger generation. In 1962, Pepsi declared the Baby Boomers "The Pepsi Generation." Pepsi was also more willing to adapt to trends

introducing Diet Pepsi in 1964 and Mountain Dew in 1965 (Coke did not introduce Mello Yello and Diet Coke until 1979 and 1982, respectively). Today, Pepsi nearly equals to Coke in market share and still holds its youthful image and appeal to the younger generation.

Have the LIME of your Life: Pepsi Lime Technique

Slogans have been a part of Pepsi advertisement philosophy dating back to the hugely successful 1940s “Nickel, Nickel” campaign. Pepsi newest slogan for their newest product Pepsi Lime is “Have the LIME of your Life.” This slogan is not just a play on words, it encompassing Pepsi’s philosophy about its audience. As mentioned above, Pepsi has for years focused on appearing to be youthful and exciting, and its choice of slogan for its newest product falls right into place. However, the slogan is not the center piece of this campaign over-shadowed by two computer animated Jamaican limes and their trials and tribulations with drinking Pepsi Lime. The use of computer animation, the future of animation and movies that taking the world by storm, shows that the company knows how to follow the latest trends.

Using comical animated characters has worked well for many new products in the past, and often the audience will have greater association with the characters than with the product the character is sponsoring. One famous example of an animated is Tony the Tiger¹ the official sponsor of the Kellogg’s Frosted Flakes since its first debut in 1953.

Put the Lime in the Coke, you nut! Coke with Lime Technique

Coke has always been seen as the more traditional of the giant soft drink providers. With its trade secret receipt. The commercial technique used by Coke in their Coke with Lime commercial is no exception. Their TV advertisement, which aired several weeks before the Pepsi Lime ads, centers around the jingle based on the 1971 song “Coconut” by Harry Nilsson.

¹ The voice along with trademark, “They’re Grrrrreeeat!” was done by Thurl Ravenscroft who recently died at the age of 91.

Although jingles, which date back to the time when radio was king, have left most mainstream advertise on television these day, they are still very effective. Song and jingles have been repeatedly used by Coke to advertise its products. One of the most famous Coke commercial, as well as one of the most famous commercials of all time, was the 1971 TV ad “Hilltop,” which not only incorporate a jingle that original written for Coke, but also spawn the hit song, “I’d like to teach the world to sing.”

The Effectiveness of Techniques:

Although it is impossible to truly tell how successful the commercials will be in selling products or to remain in the audiences mind. But using history as a guide, it is possible to give a good assessment of what works and what doesn’t.

Although animated characters made a big impact in children’s market such as children’s cereal. As mention earlier, Tong the Tiger, as well as Trix Rabbit, Lucky the Leprechaun, and others, has been a dedicated and successful spokesmen, and the target audience, children, has identified with it helping to increase the likelihood that lasting image would made in the audience’s minds. But how would such an technique fair with an older, more mature audience.

In recent years there have been few successful animated sponsors sponsoring a product targeted to adults. However, one such example, although technically not animated but rather puppets, was the Budweiser Frogs and Lizards. These ad campaigns which ran for a good part of the late ‘90s were quite successful for Budweiser, because of the characters were unique and featured the characters in comical situation. These commercials, like most beer commercials, did not explain the product, but simply provided the audience with a 30 second joke. It was Budwieser’s hope that the audience would remember the “joke” and think about the product. Pepsi is using the same tactic. Jamaican limes sitting around drinking Pepsi Lime and the

abomination that is to be drinking Pepsi Lime. It's funny, a little disturbing (Limes committing cannibalism), and it works to attract attention and to keep the commercial and the product in their minds. The down side of this technique is that it requires more time and support in promote the characters as much as the drink, especially if you want the character to be a longer term spokesmen. Pepsi seems to be aware of this and has created a Pepsi Lime website starring the two Jamaican Limes. The website includes interactive features such as: commercials, screensavers, and games. It appears that Pepsi is planning to keep their animated characters on an extended contract, assuming that Pepsi Lime isn't a complete flop.

There is nothing more easily remembered than a song or tune, and of those, short jingle reign supreme. This is why poetry and verse were created and used throughout human history. These short, simple songs tend to entrap themselves in the short term member an loop over and over again for hours, sometimes days. This can become quite a frustration for the poor soul who may be trying to write a paper, but for advertisers, its the holy grail.

Not to say that the Coke with Lime commercial will be the magical driving force for the product and be remembered for years down the road. But through the use of the jiggle Coke will have a much better chance that the commercial and indirectly the product will remain in the minds of the audience. Personal research has shown this to be the case, as many subjects stated that they did remember the song and/or caught themselves singing the song. However, there is an unlikely chance that Coke with Lime jingle will be remember years down the road or become a pop hit.

Although both companies have a effective techniques, it is my assessment, by viewing past history, that in the short run Coke with Lime will be far superior technique and it is like that

it's commercial will be remembered. However, if Pepsi Lime animated lime become and stay popular and remain the spokesmen for a successful product, the memory Jamaican Limes, with there slogan, "Have the Lime of your life" will long out live, "Put the lime in the Coke, you nut."