



Pepsi and coca-cola marketing strategy

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Abstract. This paper investigates the marketing strategies of PepsiCo and The Coca-Cola Company through the lens of Competitive Marketing Theory. By examining how each company positions its brand, segments its market, and employs promotional tactics, the study highlights the competitive dynamics that shape their strategies. PepsiCo's marketing approach is characterized by its focus on youthful energy and cultural relevance, often utilizing celebrity endorsements and music industry partnerships to appeal to a younger audience. In contrast, Coca-Cola emphasizes themes of happiness and nostalgia, creating emotional connections with a broad consumer base through iconic and timeless advertising campaigns. This article is To analyse the difference promotion strategies of Coke and Pepsi. The analysis explores how product differentiation and innovation serve as key competitive tools, detailing how both companies expand their product lines to cater to diverse consumer preferences. Employing a comprehensive marketing approach, it examines differentiation strategies, pricing, distribution channels, and digital marketing efforts. Focus areas include product features, quality, and design, pricing strategies based on market demand and competition, and the impact of distribution channels like direct sales and online platforms on market reach and convenience. Digital marketing, through social media and influencers, enhances brand visibility and sales. Grounded in competitive marketing theories such as Porter's Generic Strategies, Resource-Based View (RBV), Blue Ocean Strategy, Diffusion of Innovations Theory, and Customer Relationship Management (CRM), the study investigates how companies gain competitive advantage, utilize unique resources, create new market spaces, promote innovations, and build long-term customer loyalty. The application of Competitive Marketing Theory in this paper reveals the strategic maneuvers employed by Pepsi and Coca-Cola to maintain market dominance and adapt to changing consumer behaviors. By comparing the marketing strategies of both companies, the study provides valuable insights into the complexities of competitive positioning. It also highlights how their ongoing rivalry fosters innovation and enhances consumer engagement in the global beverage industry.

Keywords: coca-cola, pepsi, marketing strategies



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