

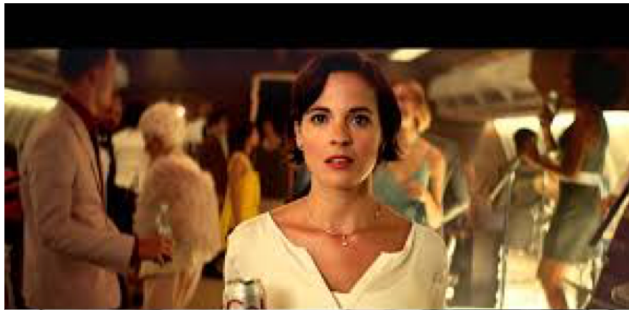


# Diet Coke

By Coca-Cola

# Down to business

Before



Now

<https://www.youtube.com/watch?v=8vqTH5eEO8A>



# MISSION

- Expand target market
- Diet Coke rebrand #Youdoyou
- Ride the current health trend



**MISSION**

**INCREASE DEMAND**



# SWOT

## Strengths:

- Well-known and respected brand
- Diverse array of products

## Weaknesses:

- Coca-Cola known for being unhealthy
- Mixed messaging





## Opportunities:

- Easily increase demand for Diet Coke
- Maintain lead in sales over standard Coke

## Threats:

- Lose a portion of target market
- Trying too hard



# Segmentation, Targeting, Positioning

- Different flavors
- Two ways of seeing targeting
- Generation Z







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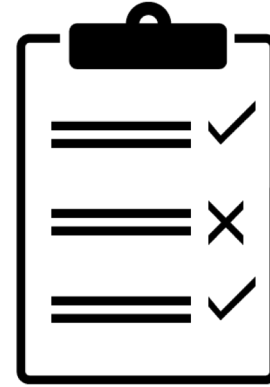
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# Evaluation & Ethics

- Increase in demand
  - Larger gap between Diet Coke sales and normal coke sales
  - (Broader target market)
- 
- Now: Possibly making fun out of the elderly
  - Before: Possibly objectifying men



Thank you for your attention

