Carbonated Soft Drinks (Dark, Regular)

Subscription Overview

CARBONATED SOFT DRINKS is a $4.9 billion-dollar category dominated by three major manufacturers. For these brands, the primary design challenge focuses on clearly differentiating sub-brands while simultaneously leveraging the parent brand's equities.

CARBONATED SOFT DRINK
BRANDS TRACKED IN 2019

STAND-OUT
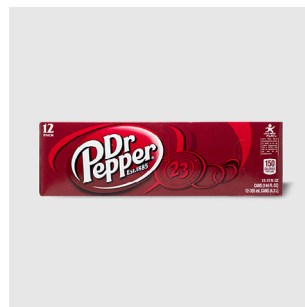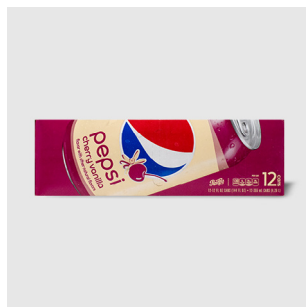Who grabs and holds attention?

FINDABILITY
Who's the easiest to locate?

COMMUNICATION
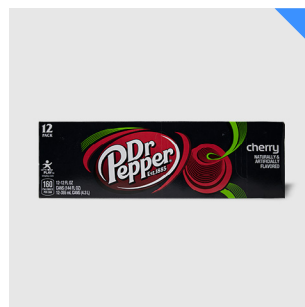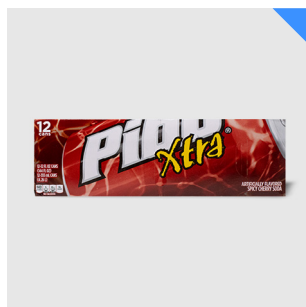Who owns the messages that drive purchase in the category?

MENTAL AVAILABILITY
Who's the most recognizable at a distance, and why?

DISTINCTIVE ASSETS
Who has visual elements that are well-known and truly unique?

RESONANCE
Which specific elements are most liked and disliked by consumers, and why?

Wildcard

SNEAK PEEK

16 FT   **25 FT**

COKE AND PEPSI are the most easily recognizable packages when viewed from afar, with more than 1.5X the range of Pibb Xtra.

RC COLA'S visibility is 32% greater when it occupies a single facing instead of multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar stores.

SINGLE   **BLOCKED**

100   **121**   **92**   100

#2

TASTES GREAT

DR. PEPPER CHERRY'S cherry graphic has the makings of a powerful distinctive asset, a building block for developing mental availability in a fiercly competitve category.
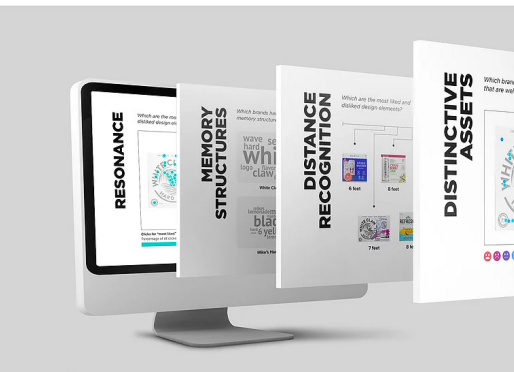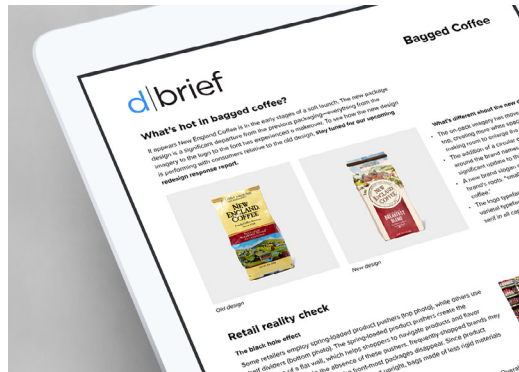
DR. PEPPER ranks number two for "tastes great," the top purchase driver in the category— beating Pepsi by a slight margin and making progress against Coke's lead.
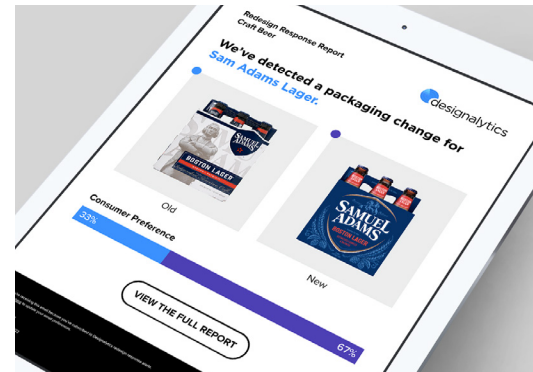
THE TOTAL PACKAGE

ANNUAL CATEGORY REPORT

MONTHLY CHANGE ALERTS & INDUSTRY NEWS

REDESIGN RESPONSE ANALYSES

ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two "wildcard" challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

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