

Brand Audit: Gatorade



Filesize: 6.43 MB

Reviews

This pdf is fantastic. This really is for all who statte there was not a worth looking at. Your lifestyle period is going to be convert the instant you complete looking over this pdf.
(Dr. Chaim Kub)

BRAND AUDIT: GATORADE

DOWNLOAD



Grin Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Research Paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, printed single-sided, grade: A, University of Florida, language: English, abstract: The Gatorade Brand is a dominating force in the sports drink industry. Throughout the past forty years, this company had created a sustainable competitive advantage by developing their marketing mix which include product strategy, pricing strategy, promotional mix, and distribution strategy. This brand audit aims to analyze Gatorade's marketing mix, and examine how it varies when it targets on multicultural consumers. Or in other words, how its marketing strategy varies when it applies to an international market. Executive Summary Gatorade is an extremely popular sports drink brand and has outstanding brand awareness and loyalty. It markets its unique products mainly to pre-adult group who ages from 13 to 24. As what John Sicher, the editor of Beverage Digest, said, the pre-adult years are the cutting edge of where those sports drink brands are competing. This is a tough market for any company to communicate with, since the youth people nowadays prefer to avoid traditional media outlets. In order to overcome this obstacle, Gatorade tends to be not only a sports drink distributor but also a lifestyle company, promoting an active and self-improvement lifestyle. In order to reach its target market, Gatorade adopts a very competitive marketing mix to get its products sold. First of all, Gatorade spends a lot of money on the product innovation and development. Secondly, its low-pricing strategy makes the products more welcomed by the consumers. Thirdly, by using its parent company PepsiCo's distribution system, Gatorade can get its products sold in the supermarkets, liquor stores, department stores, and so on. Besides, Gatorade's promotional mix which includes advertising, public relation planning, sales promotion and sponsorship, and personal selling, also contributes much to its dominating 80% market share in the whole industry. [...] 28 pp. Englisch.



Read Brand Audit: Gatorade Online



Download PDF Brand Audit: Gatorade

Other PDFs



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download eBook »](#)



Angels Among Us: 52 Humorous and Inspirational Short Stories: Lifes Outtakes - Year 7

Publishing Inspiration. Paperback. Book Condition: New. This item is printed on demand. Paperback. 132 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.52 Humorous And Inspirational Short Stories!52 humorous and inspirational short stories from year 7 of...

[Download eBook »](#)



Studyguide for Preschool Appropriate Practices by Janice J. Beaty ISBN: 9781428304482

2011. Softcover. Book Condition: New. 3rd. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

[Download eBook »](#)



Studyguide for Skills for Preschool Teachers by Janice J. Beaty ISBN: 9780131583788

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

[Download eBook »](#)



Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

[Download eBook »](#)