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Appendix

History of Soft Drink

Soft drinks, nonalcoholic beverages had a long history back to their ancestor of mineral spring's water of Europe. Beginning of the nineteenth century, several mineral waters frequently flavored with various extracts were sold in the United States. Before a bottle invention, most soft drinks were sold in a soda fountain from which syrup and carbonated water were mixed at the point of sale and directly serve to consumers.

History and development of soft drinks in the United States were clearly defined by Richard S. Tedlow in a book New and Improve: The Story of Mass Marketing in America.

In the United States, soda water was being dispensed on drought and in bottles by 1807. The US Pharmacopoeia listed soda was among its medicated water in 1820, and the Journal of Health reported in 1830 that flavored syrups were being added to soda water. In 1831, patents were issued for counter fountain machinery; and by the end of the decade, soda water flavored with fruit syrup was being sold at apothecary shops. Soon several soda soft drinks have been introduced in the market and become part of people around the world since. In 1984, the typical American consumed an average of 469 of 12-ounce containers soft drink, up more than 7,000 percent from the 1889 figure of 6.6 containers²¹.

Being invented in 1886, Coca-Cola with coordinated advertising and well sales force drive gradually because a national brand and one of the most powerful brands in the history of marketing. It is believed that formula of Coca-Cola syrup contained up to 99 percent sugar and water. The drink component was made up of one part syrup to five parts carbonated water.

²¹Tedlow Richard S., New and Improve: The Story of Mass Marketing in America
(NY : Basic Books, Inc, 1996), p. 25.

Introducing in 1893, no one would ever imagine that Pepsi-Cola, who had gone through three bankruptcies, would successfully become Coca-Cola's major competitor. A 1990 study from Total Global Strategy book revealed ten truly global brands in the sense of high worldwide awareness and esteem as followings²²;

- 1) Coca-Cola
- 2) Sony
- 3) Mercedes-Benz
- 4) Kodak
- 5) Disney
- 6) Nestle
- 7) Toyota
- 8) McDonald's
- 9) IBM
- 10) Pepsi-Cola

History of Coca-Cola

On May 8, 1886, Coca-Cola was offered to the public for the first time by a 53 years old druggist John Styth Pemberton at Jacob's Pharmacy in Atlanta, Georgia. It was the same period that the government of France presented the Statue of Liberty to the United of America. Since then Coca-Cola became a symbol of freedom, adventure liberty, liveliness, and fun.

²² Yip George S., Total Global Strategy (NJ: Prentice Hall, 1992) p.149.

The drink was an outcome of trying to produce an "ideal nerve tonic and stimulant" beverage. An extract from Cola nut, knowledge brought by slaves was added into the drink. This drink had properties of an aphrodisiac and ability to cure hangovers. The name Coca-Cola was chosen by Pemberton's bookkeepers from its principal ingredients, the Coca leaf and Kola nut. Following the typical advertising strategy by naming the drink with two Cs, which by that time was believed to create interesting name. Accidentally during one of the taste test, carbonated water was mixed instead of plain water. The result was a delight discovers of all time's delicious drink. It was sold for five cents a glass.

In 1887 Pemberton sold two-third of his interest in Coca-Cola. In 1888 Asa G. Candler gradually took parts of company stock. The complete ownership finally belonged to him in 1891. Under Candler's supervision, Coca-Cola's significant strategy was an intensive distribution among salesmen. In 1940 Coca-Cola expanded its connection with consumers by placing its advertising in national magazines. At the time, the advertising was also aimed to overcome public's negative perception of Coca-Cola that it contained dangerous amounts of caffeine, cocaine and alcohol.

As Coca-Cola's originally perceived advertising as a long-term investment, its advertising expenditures began to increase rapidly. In a meantime, Coca-Cola had run into an issue that other companies were attempting to convince consumer that their products were similar to Coca-Cola. Most of these products were named after Coca-Cola

The followings are some products those were named after Coca-Cola;

Crescent Coca-Cola	Afri-Cola
Koke	Co Kola
Caro-Cola	Coke-Ola
Takola	Cafa Cola
Sola Cola	Carbo-Cola
OKla-Cola	Klu-Ko Kola

In 1915, the well-known Coca-Cola contour glass bottle was originally developed. After spending most of his time for Atlanta mayoralty election in 1916 and a terrible depression over a death of his wife in 1919, Candler let go of his company to Ernest Woodruff in 1919. At the time the company was encountering losses on sugar and drops of gallonage sales for three successive years, Robert Woodruff was appointed by his father to become new CEO of Coca-Cola Company. He became a legend of Coca-Cola as a man who progressively managed and credited for the company's success from 1923 to 1985.

By 1929, Coca-Cola was on sale in seventy-six countries throughout the world with record of export sales growth of 118 percent in 1927, 82 percent in 1928, and 32 percent in 1929. During World War II, Woodruff announced his policy to make the product available for a nickel to all US servicemen. Its glorious success had ranked Coca-Cola as one among the largest company with the largest sales in the United States. In the 1960s, Coca-Cola's mission to represent the spirit of love was so successfully accomplished that it placed Coca-Cola at the heart of a generation. In 1985 Coca-Cola announced to change the original formula. The incident caused intense protests and heavily negative public comments. Within three months, the original formula was brought back.

The Coca-Cola "red disk" logo featuring prominent image of the original contour bottle has been core element of the global "Always Coca-Cola" advertising campaign. Several versions of the Coca-Cola logo have been promoted in many languages around the world. Variety types of product lines were gradually introduced. By 1985, Coca-Cola company had offered Coca-Cola, Caffeine-Free Coke, Coca-Cola Classic, Diet Coke, and Cherry Coke.

For over a century one brand proposition that has never intentionally to be changed is that Coca-Cola is a refreshing beverage with a great taste. Its value intimately associated with American culture of young and freedom. In present, Coca-Cola is returning to its own history by changing back to contour packaging previously used 80 years ago. The word Coke is to be substituted with "Coca-Cola". Today Coca-Cola is distributing to more than 195 countries worldwide. The name Coca-Cola is considered, as the second most widely understood term in the world, after the word "okay".

History of Pepsi-Cola

Launched in 1898 by a pharmacist in New Bern, North Carolina, Caleb D. Bradham, Pepsi is one of the world's oldest and most successful soft drink with sales in 1995 of over US\$ 19 billion. Bradham mixed the Colas nut with pepsin, sugar, vanilla, oils, and spices. After his drink gained popularity in the communities, he changed the name and incorporated as the Pepsi-Cola Company on December 30, 1902. Within the first year of invention, Bradham was forced to declare bankruptcy due to large amount of loss in price of sugar.

In May 1931, an entrepreneur called Charles Guth bought the company. However the sales performance were so poor that Charles Guth even offered to sell his business to Coca-Cola. When his offer was rejected, Guth had searched several ways to differentiate Pepsi from Coca-Cola and other colas drink in the market. Several strategies were conducted to overcome the problem. He introduced a campaign to bottled Pepsi in twelve-ounce bottle for a price of 5 cents, the same price charged by Coca-Cola for six ounces. As a result, in 1934 Pepsi had gained its first profit in fifteen years. Pepsi then produced one of the most famous jingles in advertising history. It was the first 30 second radio spot that successfully forced numerous large radio networks such as CBS to allow the 30 second spot.

To support the war in 1941, Pepsi changed colors of its bottle caps to red, white, and blue. But at the time, Pepsi was in trouble when the sugar prices rose sharply. Pepsi was no longer able to sell twelve-ounce bottle for a nickel. Therefore increased in production cost forced Pepsi to raise its price. During this period, image of Pepsi was broadly perceived as "the poor man's drink".

Finally in 1949, Pepsi had recruited Alfred N. Steele a former vice president of Coca-Cola. Upon his arrival, fifteen key management people were taken from Coca-Cola. Steele realized that Pepsi had two serious problems. One was an image problem resulting from pricing decisions of the 1930s, and other was a distribution problem. To lift up Pepsi's poor image, for the first numbers of year Steele began a "quality statements" advertising campaigns

which included a white-coat lab scientists guaranteeing Pepsi's quality ad and another ad that proclaimed "Be sociable, Have a Pepsi".

Since 1958 Pepsi advertising campaign were aiming to reposition Coca-Cola as "heavy, old fashioned, and out of date". Gradually younger consumers began to change their attitudes about Pepsi. By 1959, profit had increased and the market share rose to 31.6 percent. Despite, Steele's sudden death of heart attack, the management team carried on Steele's "Pepsi Generation" concept. Donald Kendall who then was a president of Pepsi in 1965 brought Pepsi-Cola into the food business with Frito-Lay. The company was renamed as PepsiCo and became number one in snack food sales. Later Kendall bought more major food chains to increase mandatory soda fountain sales of Pepsi.

In 1979, PepsiCo topped the Coca-Cola Company in total corporate sales by US\$ 140 million, and in 1981, for the first time, Pepsi edged Coca-Cola in supermarket sales. In 1984, "Pepsi the Choice of a New Generation" was introduced with appearance of well-known celebrities. Pepsi frequently communicated that Pepsi is a drink for contemporary society where young at heart people choose Pepsi as their choice in its commercials. To support the concept, Pepsi initiated a music marketing campaign endorsing famous singers as Michael Jackson, Madonna, Tina Turner, and several celebrities who reflected absolute Pepsi's brand image. Pepsi even went further to attract people around the world by inviting local superstars from several countries to appear in the commercial with Tina Turner. For television commercial airing in Thailand, Anchalee famous rockers star was selected.

Since Christopher A. Cinclair had become a president, he had announced the mission to become the world's number one soft drink leader within 15-20 years. One of his strategy was to replace the previous Pepsi's image with the new unified global image. In 1996, Pepsi had launched "Pepsi Project Blue" with an objective to change the previous blue, red, and white color logo to an electric blue color which represents modern, joy, fun, liveliness, and exciting. The project was to compete with Coca-Cola's identity that according to Pepsi's European research, Coca-Cola's red color was very powerful to attract great number of consumers. The slogan was then changed to "Pepsi Generation Next".

Among Pepsi's extended products were Pepsi Max (the world's first no-sugar, maximum cola taste brand), Mountain Dew, and 7-Up.

Looking Back to Thailand Market

Coca-Cola:

Rak Berrick & David Co., Ltd Company first introduced Coca-Cola in 1948. By the time, it was manufactured by 2 small Dixie machines, which were able to produce only 6.5 ounce, bottle. The selling price was only 1 baht per bottle. In 1954, several Coca-Cola's advertising posters were posted throughout the central Bangkok area to generate greater brand awareness among potential consumers. With support from Coca-Cola Export Cooperation of USA, 3 wealthy Thai families (Sarasin, Kiengsiri, and Boonsoong) took over the business in 1959. Later on December 20, 1959, the company was renamed as Thai Pure Drinks Limited with Mr. Poj sarasin as a chairman. Since then, the company has rapidly grown with several plants and offices expansion throughout the country.

The management team believed music was a universal language and social contribution activities were necessary to build up product image as well as winning hearts of teenagers. As a result, Coca-Cola always associated with sport and music events such as, sponsoring Coke Cup Soccer, Coke Music Award, and album cover of numerous Thai singers. Coca-Cola in Thailand has long established superior relation with one of Thailand's largest entertainment network, Grammy Entertainment who is a rival to RS Promotion of Pepsi.

Pepsi:

Interestingly, Thailand has long been one among only three countries in the world where Pepsi sales exceeded Coca-Cola. It was first introduced in Thailand on April 18, 1952 and the successfulness of Pepsi in Thailand market was a credit of management team of Serm Suk Limited. The first Pepsi bottle was launched in Thailand on the morning of March 18, 1953 at the original factory on Silom road. Among Thai consumers, Pepsi positioning has always been registered as a Choice of New Generation with support of well-known celebrities such as Michael J Fox, Michael Jackson, and Cindy Crawford. At the same time, Pepsi also portrayed

Thai celebrities such as Anchalee, Cha Lieng band, Sinjai, Chatchai, and Thai's Miss Universe Pomtip in several advertising campaigns. As a result, Pepsi successfully became a trademark for trendy drink of young generation.

In 1996 Thailand was chosen as the first country to launch Pepsi Project Blue which the electric blue graphics were designed to transform brand image. New tagline was also introduced to strengthen Pepsi's strategy of attracting more youthful consumers than Coca-Cola. The project was aimed to encourage teenagers to think and perceived Pepsi in a whole new way. The launching budget in Thailand was set for 300 million baht with grand organized event "Pepsi Blue Street Party" at RCA, the most popular venue for young people at the time.

Pepsi had locally endorsed in music marketing with RS Promotion and had successfully launched two Pepsi Music campaigns of "Pepsi's Generation Next" in 1998 which was a huge success to result in one million baht sell within the first three months. And "Pepsi's The X-Venture" in 1999 to gain popularity among teenagers as well as strengthen brand positioning of Choice of New Generation. Channel V Music television was among the sponsored music program. In 1998 Pepsi had conducted 2 powerful campaigns for Thai consumers. The first was launched during the 1998 world Cup when Pepsi heavily promoted the Pepsi All Stars Team to win hearts of soccer fans and organized a concert of the World Cup's theme song singer, Ricky Martin. This event marketing was organized to appeal to younger target of 11-28 age because soccer has been ranked as the world's most popular sport. In 1998 Pepsi had spent up to 100 million baht budget for this particular campaign. The other campaign was a promotion linked to the number one all time box office movie, Titanic. These two campaigns were very outstanding and well accepted. The product was positioned to involve daily life activities of all targets such as music, sport, and entertainment.

Overview

PepsiCo Inc. worldwide products:

Beverages

Pepsi / Diet Pepsi / Mountain Dew / 7 UP / Lipton Brisk and Lipton Brew teas / Slice / Mug / Frappuccino / Tropicana juice.

Snack foods



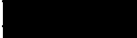
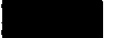


Lay's / Ruffles / Rold Gold / Doritos / Fritos / Chee-tos / Tostitos / GrandMa's Cookies / SunChips / Smartfood Popcorn

Coca-Cola Co. worldwide products:

Beverages

Coca-Cola / Coca-Cola Classic / Diet Coke / Cherry Coke / Sprite / Diet Sprite / Fresca / Barq's / Tab / Fanta / Surge / Minute Maid / Bacardi mixers / Bright & Early breakfast drinks / Five Alive fruit drinks / Fruitopia fruit juices and teas / Hi-C fruit drinks / Nestea / Powerade.

1997 Market share of Coca-Cola Co. VS PepsiCo Inc in Thailand

Coca-Cola Co.		PepsiCo Inc.	
59%	 Total Coca-Cola Co.	Total PepsiCo Inc.	 44.7%
67%	 Color soft drink (Fanta)	Color soft drink (Mirinda)	 27.5%
81.6%	 Clear soft drink (Sprite)	Clear soft drink (7 UP)	 24%

Remarks: The total market worth almost 20,000 million baht

Source: Krungthep Turakij

Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1982	Beach Ball																
2	Food I																
1983	Hot																
3	Foot ball																
4	Parade																
1984	Parade																
5	Teen																
6	Teen																
1986	Food II																
7	Cara - bao																
8	Cara - bao																
9	Sports																
10	Kid Soccer																
11	Saxo - phone																
1987	World Teens																
12	World Teens																
13	Club																
14	Hair Styling																
1988	Truck Back																
15	Truck Back																
16	Dating																
17	Tom Tom																
18	Tom Tom																
18	Bang - Kok Night																
19	Hot																

Legends: 1 is Demonstration / 2 is Humor / 3 is Serials / 4 is Animation / 5 is Rotoscope / 6 is Comparative / 7 is Infomercial / 8 is Slice-of-life / 9 is Celebrities / 10 is Testimonial / 11 is Vignettes / 12 is Problem & Solution execution styles

The table used by advertising expert to identify creative strategy of each television commercial

Yr.	Title	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
20	Assa - nee 1																
21	Assa - nee 2																
22	Family Liter																
23	Olym - pic 1																
24	Olym - pic 2																
25	Couple																
1989 26	M Surasak																
27	Dancing																
28	Jeans																
1990 29	Christm as																
30	Big 15 oz. # 1																
31	Big 15 oz. # 2																
32	Big 15 oz. # 3																
33	Food II																
34	Flying Coke																
35	Cut Out																
36	Happi - ness																
37	World Cup																

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		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
38	Asian Game																
1991 39	For Thailand																
40	Guitar																
1992 41	Pongsit																
42	Olympic																
1993 43	Polar Bear																
44	Ice Pick																
45	Super market																
46	Swim - mer																
47	Mos																
48	Motor cycle																
49	Library																
1994 50	Sticky Day																
51	NBA																
52	Ice Cubes																
53	Sun Setting																
54	Austra - lia																

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		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1995 55	Elephant																
56	The Real Thing																
57	Motor cycle																
58	Sea Game																
1996 59	King Kong																
60	The World Of Coca-Cola																
61	Hard - Ware Store																
62	Bottle																
63	Teens																
64	Alien Copy																
1997 65	Foot - ball																
66	Animation																
67	Con - traption																

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Yr.	Tittle	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1982	Going Home																
2	Love Theme																
1983	Rock Concert																
1984	Reher-sal																
1985	Lionel Richie																
1986	Tina & Ancha-lee																
7	Michael J. Fox																
8	Float																
9	Miami Sound Machine																
1987	Cha - liang																
11	Ancha-lee																
12	David Bowie																
13	Motor cycle																
14	Michael Bad																
15	Michael Back Stage																
1988	Fast Food 1																
17	Fast Food 2																

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		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
18	Fast Food 3																
19	Fast Food 4																
20	Hot Feet																
21	Cool Hand																
22	Miss Universe																
23	Thumbs Up																
24	Madon - na 1																
25	Madon - na 2																
26	Robert																
27	Chat-chal																
28	Sinjai																
1990 29	Chat-Chal & Sinjai																
30	Hot																
1991 31	Berlin Wall																
32	MC Hammer																
33	Gloria Estafan																
34	Dance Duel																

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Yr.	Title	Creative Execution Styles												Appeal		Strategy Source	
		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
1992 36	Campus 1																
36	Campus 2																
37	Sum - mer Camp																
38	Dorm																
39	Campus Work shop																
40	Campus Exam																
41	Campus Motor cycle																
1993 42	PRB 1.5																
1994 43	Michael Jack - Son 1																
44	Michael Jack - Son 2																
1995 45	First Impre- ssion																
46	The Enter- tainer																
47	The Au - dience																
48	Diver																
49	Bus																
50	Pepsi 500																
1996 51	Change 1																

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		1	2	3	4	5	6	7	8	9	10	11	12	Rational	Emotional	Local	Global
52	Change 2																
53	Change 3																
54	Change 4																
55	Change 5																
56	Change 6																
57	Change 7																
58	Change 8																
1997	Soap On The Rope																
56	Star Wars																
60	Move Over																
61	Spice Girls																
62																	

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Biography



Believing his memory is short but his ambition is eternal, Pattraradanai Inpongnuwat challengingly pursues his career in the dynamic and competitive advertising industry. Prior to completing his high school study at Singapore American School in Singapore, he attends the Ohio University, USA., where he earns his bachelor degree of Sciences in Human and consumer Sciences (with honor) with a major in Interior Design and minor in Arts within 3 years. Pattraradanai starts working with Prakit & FCB as graphic designer in 1996.

Subsequently, he switches to work in client service department for Nestle' Product accounts. In 1998 he takes another compelling direction to join Results Advertising (an Ogilvy & Matther Company) to handle several accounts such as Giffarine, Cooler Club, Swissair, Hero Trunk Liner Products Group, and etc.

Born on October 9, 1973, Pattraradanai sees numerous potentials lay ahead for him. Currently he holds a position as account manager at Leo Burnett Ltd. where his responsible accounts are Tourism Authority of Thailand (for international market), American Standard sanitary ware, and Scandinavian Airline System. Experiencing diverse backgrounds from various countries, Pattraradanai always seeks the best in every direction he is approaching.

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