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## **WAR OF THE BRANDS: COCA-COLA & PEPSI**

Coca-Cola and Pepsi are the two most popular and widely recognized beverage brands in the world. Both drinks are no longer seen as a beverage but mainly as a brand. Both companies commit heavily to sponsoring outdoor music festivals and are even charitable.

It is impossible to imagine that the two major brands of soda will live peacefully. They fight everything: whose brand is tastier, whose can is wider whose advertising is more expensive and more attractive.

Fighting between them is the classic of the genre and it is especially noticeable in the marketing and distribution. Having almost the same taste of drinks they still are significantly different due to the power of brand.

Coca-Cola by the International Association of Interbrand is the most expensive brand in the world, which is estimated at 66, 667 million. Pepsi takes the 26th place behind Oracle, Gillette and H & M.

How could this difference be explained? At the beginning of Coke wars both brands were at approximately the same level.

What is Pepsi associated with? The company is associated with David Beckham, Britney Spears, Christina Aguilera, young people, football, energy, freshness, cinema.

What is the basis of Coca-Cola? What associations and values does the drink bring to the consumer? The first in the list are Christmas, America, magic, enjoy life, Santa Claus, history and family.

Coca-Cola has refused to attract famous people to move its brand unlike their opponents. Pepsi regularly attracts celebrities to the brand.

Qualities associated with Coca-Cola are eternal. They are much stronger than impressions connected with separate characters of our time and youth trends.

In addition, the youth tends to grow and change the preferences. Therefore, each year Pepsi focuses on new and emerging groups of potential customers, while Coca-Cola supports the values created and evaluated by existing groups.

In spite of the differences of advertising and marketing these two brands find their customers in every corner of our planet.