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**Subject: Principles of Marketing Instructor: Sunil Chandar**

**Assignment type: Case study No. of questions: 1**

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**Question:**

**Read the full case study and explain why the new coke failed even the company had solid research?**

**Answer:**

**The new coke failure happened because the company set aside its longstanding rule“ Don’t mess with Mother Coke.”**

**Even though the company had solid research before introducing new cola flavor,investing time and money including blind tests which showed new coke would be a winner but this consumer research could not show the depth of emotional attachment of its genuine consumers to the brand and its original coke taste neither did they conduct a test which would reveal how their consumers would feel if they introduce the new coke in place of old coke.**

**According to poineer of positioning and marketing theorist, Jack Trout: “Marketing is a battle of perceptions not products.” It shows that the perception of the loyal consumers of the brand was underestimated by the company.We can understand this by an example when we love something or someone, we believe in our perception of reality not what actually is the reality.We focus on what we percieve of that thing or person because of our emotional attachment.Same happened with coke consumers,although company’s research showed that new coke tasted better than old coke but loyal coke consumers believed otherwise.They believed in their perception of loving original coke taste.**

**As said by legendary brand designer Walter Landor: “Products are created in factory but brands are created in mind.” Coke company underestimated their own brand’s individuality and sentiments of their loyal consumers challenging their perception of the old coke taste and brand idea with slogans of “the real thing”. What they failed to understand was it was not about introducing a product in contrast to the brand’s basic idea of being real or original in matter of taste which tasted similar to another brand’s product to re stable itself in market.**

**Our actual failure occurs when we try to become someone else instead of working on our own individuality. Same happened with coke company, instead of working upon their own ‘original’ coke flavor which was indeed their brand representative since the beginning, they adopted more sweeter taste that was much like pepsi’s taste. Underestimating their own brand’s individuality and perception sentiments of their loyal consumers challenging their perception of the old coke taste and brand idea with slogans of “the real thing”.**