



## MARKET

PepsiCo is a global food and beverage leader with net revenues of more than \$65 billion and a product portfolio that includes 22 brands that generate more than \$1 billion each in annual retail sales. Their main businesses – Quaker, Tropicana, Gatorade, Frito-Lay and Pepsi-Cola – make hundreds of enjoyable foods and beverages that are loved throughout the world.

PepsiCo's people are united by their unique commitment to sustainable growth by investing in a healthier future for people and



our planet, which they believe also means a more successful future for PepsiCo. They call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages from treats to healthy eats; to find innovative ways to minimise their impact on the environment by conserving energy and water and reducing packaging volume; to provide a great workplace for their associates; and to respect, support and invest in the local communities where they operate.

Brand Pepsi's core target are youth, who form over 65% of Uganda's population. In terms of demographics their core target audience is mainly male, they are found both in urban and per urban areas, they are aged between 15 and 25 years. They are highly mobile and well informed about the latest trends. Music and sports are key recreation activities. They love having fun, entertainment and are always ready to try out new things. Every single thing that the brand does centres around the target audience. This includes items like media buying, choice of ads and brand ambassadors, product packaging, sponsorships, activations and much more.

Pepsi Cola enjoys over 10% market share in the carbonated Soft drinks industry in Uganda. In the Cola category, which it shares with Coca Cola and Riham Cola, Pepsi Cola accounts for approximately 40%.

Modern trade and retailing have had a positive spin off on the brand. Although this trade segment is relatively new in Uganda

it is probably the fast growing segment. Modern retailing has offered Pepsi Cola a chance to be more visible and available to their audiences. It's been able to create a platform through which they have showcased what Pepsi Cola is about. By being in these modern outlets with unique, well merchandised and positioned tools, like gondolas,



the perception of their audiences have been able to shift. Pepsi Cola is increasingly being seen as a cool trendsetter.

The brand aspires to be a market leader in every sense. Pepsi Cola was the first soda to be sold in Uganda. It's been here for over 50 years and Crown Beverages' would like to see more product offerings especially in their customers line with changing life styles. The brand aspires to stay relevant to its customers and shall remain at the centre of everything so as to be constantly connected to their customers. This year Crown Beverages Limited achieved market share parity. Plans are to ensure attainment of market leadership through a number of strategies and one of them is brand growth. In line with this plan, Pepsi Cola can only keep growing.



## ACHIEVEMENTS

The biggest landmark is legacy. Pepsi Cola was introduced in Uganda in the 1950s and to date it's still on the Ugandan market. Lots of other sodas have come and gone. This long existence in Uganda

has been marked with several positives. Pepsi Cola has been part of some of the most iconic consumer promotions in which millions of Ugandans have been able to win various prizes. These promotions change lives. These include Dare Drink and Drive, Dream No More, Chamuka Keys, Chamuka Keys 2.

Pepsi Cola has remained relevant by endeavouring to be part of activities that are meaningful. Music is one of such activities. Over the years Pepsi Cola has masterminded some of the biggest music shows in the history of Uganda.



In August 2013 Pepsi Cola brought Konshens and Alaine to Uganda. This show is the biggest ever in Uganda. It was attended by over 70,000 fans.

On the corporate Social Responsibility scene Pepsi Cola has been behind a number of initiatives. These include contributions to Sanyu Babies home and, most recently, 150 million contribution towards construction of the Cancer Award in Nsambya Hospital

The stringent production and quality standards have meant that Ugandans have for all this time been getting, not only a great refreshing soda but one that is of the highest possible standards.

The brand will be getting full ISO 9001 Certification in August next year. Currently it is in the implementation stage. Under the implementation phase, documentation systems are set up, training takes place and the culture of following written procedures is inculcated.

Pepsi Cola, along with all Crown Beverages' other brands, is audited by AIB international to ensure that the stringent quality procedures set by Pepsi International are upheld.

Pepsi Cola has got full certification from Uganda National Bureau of Standards. This is the body that oversees product quality and food safety in Uganda

## HISTORY

Pepsi Cola was created in 1898 in New Bern, North Carolina by pharmacist Caleb Bradham, named "Brad's Drink" by his customers and later renamed to "Pepsi Cola."

In 1902 Bradham launched the Pepsi-Cola Company in the back room of his pharmacy and applied to the US Patent Office for a trademark

which was awarded on June 16, 1903.

The Pepsi-Cola Company was one of the first companies in the United States to switch from horse-drawn transport to motor vehicles.

Pepsi had the first advertising jingle to be aired nationally in the United States.

During World War II, Pepsi advertising was patriotic and uplifting. The company even adopted a new red, blue, and white colour scheme for its bottles.

During its first 65 years, Pepsi-Cola sold only one product – Pepsi.

By 1976 Pepsi-Cola became the single largest-selling soft drink brand in American supermarkets.

By 1985 more than 600 Pepsi-Cola plants were operating in 148 countries and territories throughout the world.

Pepsi Cola is one of the first brands that were produced by Crown Beverages Limited (CBL). Crown Beverages Limited was initially a parastatal (state-owned) called Lake Victoria



Bottling Company Limited. It started its operations in early 1950s and was privatised in 1993 under the United Nation's Structural Adjustment Programme of privatisation.

## PRODUCT

The main product under the brand is soda. It is packaged in 300ml, 500ml, 1litre returnable glass bottles. Pepsi Cola is also available in 500ml, 1 litre and 2 litre PET bottles.

Pepsi Cola is designed to offer a great refreshing and stimulating taste.

## RECENT DEVELOPMENTS

Pepsi Cola has a long history and close association with football which is well rooted in its brand campaigns, but more importantly in its signature social responsibility projects focused on



building the skills of youth in the field of football.

Pepsi Cola is the official sponsor of Beach Soccer in Uganda. An MOU with the Uganda Beach Soccer association was signed early this year.

In line with its association with Football an MOU was also signed with the National University Sports Federation of Uganda for Pepsi Cola to be a sponsor of the University Football League.

## PROMOTION

The brand uses an integrated approach for advertising. Radio, TV, print, Social media, outdoor, POP displays are done. Radio Stations like Sanyu, Touch Fm, Radio City and Radio Simba are used. Television stations used are NTV, UBC and NBS. Stand alone ads for both radio and TV are used.

On a global level Pepsi Cola has an association



with music and football. This is evident in the numerous sponsorships the latest being with Manchester United. Musicians like Michael Jackson (RIP), Rihanna, Beyonce, Shakira, Britney Spears, Akon, Nicki Minaj and more have all been ambassadors for the brand. Pepsi has worked with some of the world's best footballers like Lionel Messi, Cristiano Ronaldo, Didier Drogba, Kaka, Fernando Torres and Frank Lampard

This formula is replicated in Uganda with the numerous music and football sponsorship deals. The music sponsorships include Konshens and Alaine concert, album launches for all of Uganda top artistes, Beach soccer and University Football League.

Pepsi Cola has a number of promotional activities behind it. For example the annual Uganda Manufacturers Association trade show has Pepsi Cola as one of the major participants. This trade show lasts for a week and over 100,000 visitors get a chance to taste and engage with the brand.

All the brand's sponsorships e.g the Pepsi

Beach Soccer League, Pepsi University Beach Soccer Championship, Pepsi Girls Schools Cricket week, Pepsi Boys Schools Crickets week are all used as promotional activities.

The brand produces several posters every year. The most successful poster is probably the poster it produced in 2010 for the football extravaganza that was held in South Africa. It had all of the world best footballers like Lionel Messi, Fernando Torres, Drogba, Kaka. It was loved by Ugandans.

All of Pepsi Cola's slogans have been successful. This is attributed to the aggressive and smart marketing plans that go to support them. Dare For More, Unleash Your Passion and the newest - Live For Now are such slogans.

The brand is supported with a massive sales team. They are charged with ensuring that the brand is not only in the trade but its well displayed and bought. A number of tactics like telemarketing are used by this team.

Highly active Facebook, Twitter and Instagram pages are existent and are used to engage with their audiences.



## BRAND VALUES

The brand promises to be the 'catalyst' for now moment:-

**Curator** of fun experiences that make people feel excited, inspired, carefree.

**Facilitator** for people to embrace 'living in the now.'

**Champion** of a movement round living in the now. The brand is committed to being the ultimate and quality soda for its audiences while enabling them to show case their true personalities.

The Pepsi Cola logo consists of probably the most recognisable and vibrant colours in the world. More Blue, Less red divided by white. The word pepsi is written in lowercase to depict the coolness and fun that the brand is about.

All suppliers of Pepsi Cola raw materials are selected by Pepsi International. They have to pass stringent quality tests before they are confirmed as suppliers. Food safety standards are then instituted and regularly checked through audits.

[www.pepsiworld.com](http://www.pepsiworld.com)

## Things you didn't know about Pepsi

Pepsi Cola was the first soda to be bottled in Uganda. In 1952 the first Pepsi Cola bottles were sent out to the market.

Pepsi Cola enjoys over 10% market share in the carbonated Soft drinks industry in Uganda.

PepsiCo was ranked number three in the Consumer Food Products category among Fortune's World's Most Admired Companies in 2012.

Superbrands