

## Example Collage for Pepsi



### Student Description of Pepsi Collage:

*Big Picture-* Pepsi is a very large brand which is active in marketing. They have numerous umbrella brands which include Mountain Dew, Powerade, etc. With a company that is large and has many products they are perceived as **big**. Pepsi should ensure each umbrella brand is marketed in a **uniform** way.

*Innovative Picture-* This represents the brand because Pepsi is **constantly changing** in order to become better. We remember seeing different evolutions of the brand and its logo. Constantly changing branding can help or hurt the company. Its competition is known for its classic look and consistency; by changing too often, consumers may lose loyalty. Pepsi should continue to be innovative as a company, but should remain consistent with its certain branding aspects.

*Cheap Picture-* We chose this picture to describe Pepsi because we believe that this brand is **perceived as less than its competitor**, Coca-Cola. Many individuals substitute the word coke for soda, which is giving Coke an upper hand on Pepsi. The company needs to address this issue in a marketing campaign in order to gain more perceived value to its products.

*Bar Picture-* This picture represents the history behind the Pepsi Cola brand. We remember seeing the old fashion soda bar attendant serving up a fresh glass of cola. This is a **timeless** brand that every generation knows. Pepsi should relate its marketing back to its roots and tie in a history theme to a marketing campaign.

*Stadium Picture-* Pepsi sponsors concerts, commercials, halftime shows, etc., which is a great way to get consumers to remember their name. Pepsi should continue to **sponsor** events such as these in order to maintain their reputation in the sports industry.



### Student Description of Google Collage:

*Phone a friend-* Google is a **lifeline** for when you are clueless for an answer to a question. Google has expertise in helping answer questions. Google can almost be described as the teacher or librarian that provides fun facts.

*Easy Button-* Literally, when using the Internet, you type in what you are looking for and press the search button for a list of answers. The Internet simplifies our lives by giving us an **easy button** that helps us immediately.

*Open door-* This picture shows **endless opportunities** when using a search engine. How many results come up when you search for one topic? One member of the group talked about her personal experience applying for jobs online and finding options.

*Wizard of Oz-* The Oz is **all-knowing**, and people see Google as the answer to all questions. Dorothy and the others follow the path to Oz for solutions to their problems. Similarly, Google reminds us of following a path to find the answers to our questions.

*Riddler Question Mark-* This character from Batman symbolizes a question mark. One of our group members grew up watching the show and finds a connection between this character who asks **questions and** Google which **answers** them.

*Brain-* We look to Google for **knowledge** and the brain shows our thought process. The puzzle pieces forming in the brain are being **connected** which shows us finding answers.

*Kid on Computer-* This reminded one member of growing up using the Internet, finding information that was not necessarily what he was looking for. He was **learning new things while searching for other things**. Remembering the sound of typing a question and clicking the search button always **opened up a new world** for us as children.

#### *Marketing Implications*

All the images relate to the notion that we are looking for solutions to unanswered questions. Marketers for Google can use this information to advertise to consumers that Google provides the answers to their questions. We also connected childhood views of the company with future aspirations and how Google is always working to educate its users.