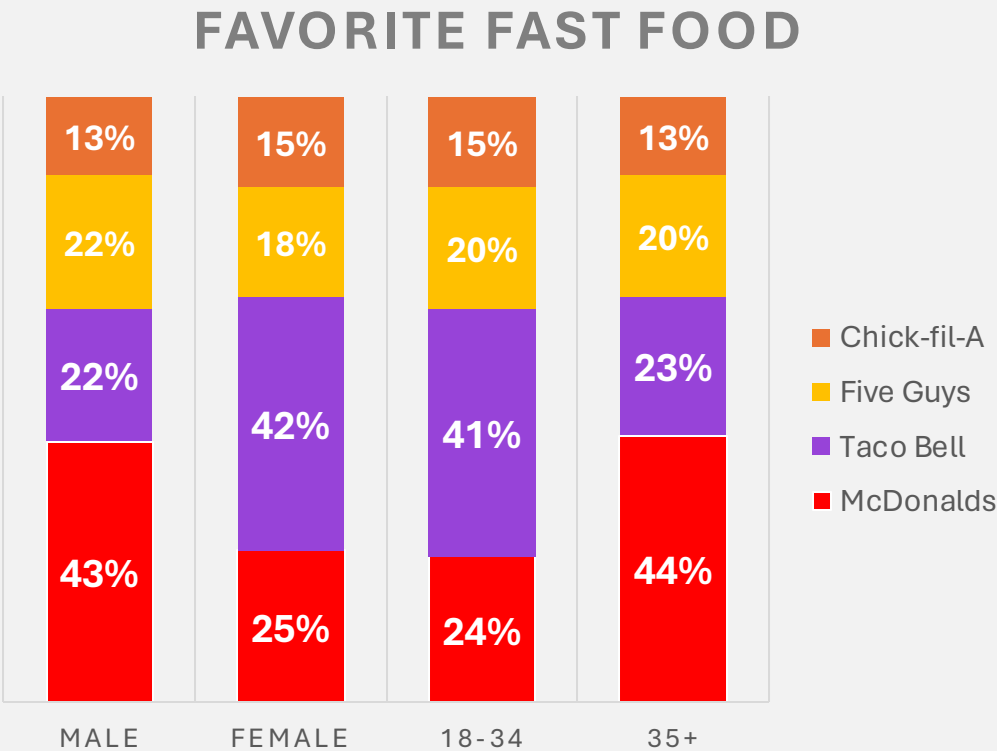
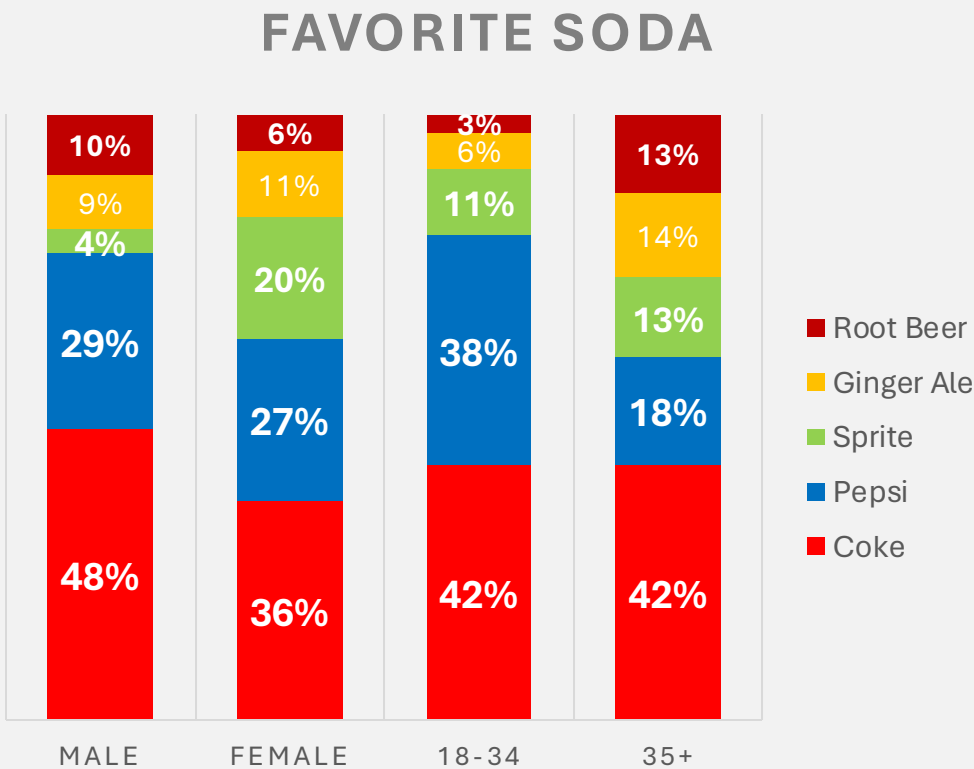


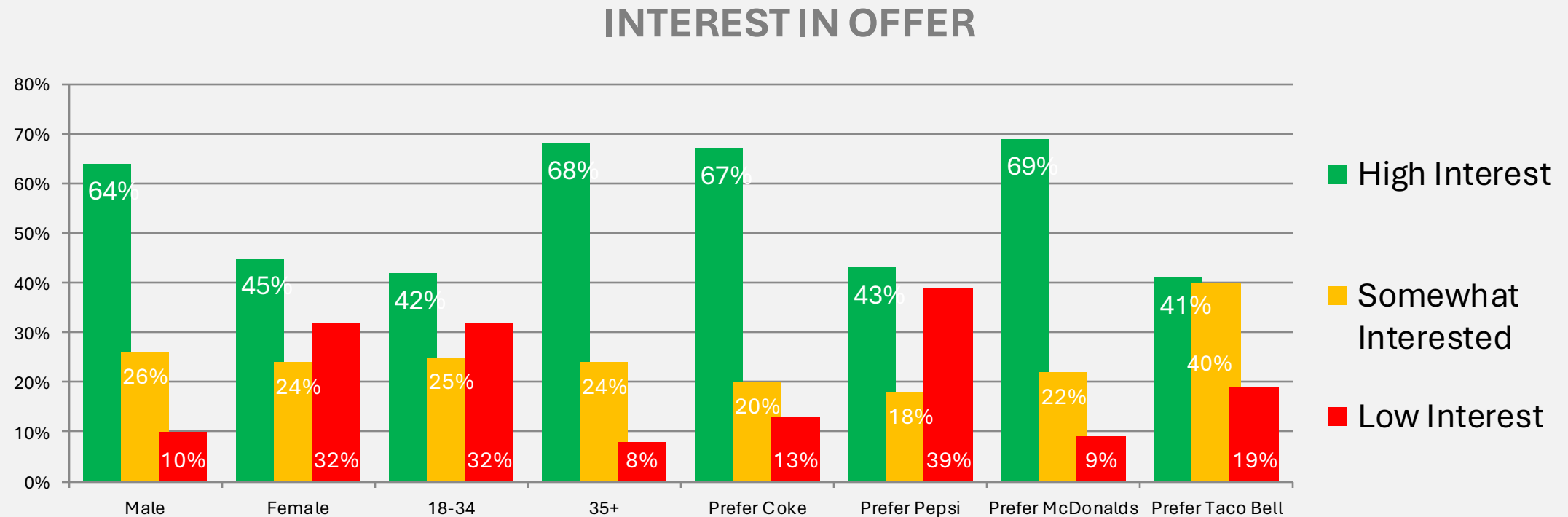
Product Development Research for "SavorSoda" - Insights from Market Demographics

- Coke is the most popular drink in SavorSoda’s target market while McDonalds is the most popular food
- Men have a stronger preference for Coke and Root Beer compared to women, who are x5 times likelier to prefer Sprite
- Pepsi enjoys higher popularity among younger consumers while the opposite is true for root beer and ginger ale.
- Men have a stronger preference for McDonalds when compared to women, who in turn are much likelier to prefer Taco Bell
- Consumers +35 y.o. prefer McDonalds considerably more than 18-34 y.o segment., who have a stronger preference for Taco Bell



Product Development Research for "SavorSoda" – Interest in prototype flavor 'CocaCraft Pop'

- Interest for Coke inspired prototype sees higher interest among males when compared to women who report high disinterest
- Similar contrast can be seen for age segment, as +35 group is considerably more interested than 18-34 consumers
- Coke drinkers displayed much more interest in prototype than Pepsi drinkers, who report highest disinterest of all segments
- McDonalds costumers showed considerably higher interest than Taco Bell costumers, who reported high levels of ambivalence



- **Target demographic:** Focus marketing and product positioning on +35 year old males. High interest for prototype and similar products like Coke suggests potentially quick adoption
- **Brand partnerships:** Strategic partnerships with fast food chains could help grow brand awareness and boost sales. McDonald's costumers showed the highest levels of interest while Taco Bell costumers were the only segment to display higher ambivalence than disinterest (room for growth).
- **Expand flavor options:** Explore developing more citric, tangy flavors might aid adoption within women and Taco Bell costumers. Outside of 'Coke' flavors (Coke and Pepsi), lemon flavored Sprite is the 2nd most preferred soda, mostly due to its niche within the female segment. Citric, tangy flavors also make for good pairings with Taco Bell's Mexican-inspired food.
- **Branding Strategy:** Explore potential changes to branding with more in-depth focus groups. Some branding elements might alienate certain segments (e.g., CocaCraft Brew ≠ Pepsi drinkers (strong brand loyalty) / CocaCraft Pop ≠ younger Gen Z (association with millennial hipster culture)