### **Brand Audit: Gatorade**



Filesize: 1.85 MB

### Reviews

Very useful to any or all type of people. This is certainly for those who statte there was not a worth reading through. You can expect to like how the writer write this pdf.

(Dr. Rashawn Lang)

### **BRAND AUDIT: GATORADE**



Grin Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand -Print on Demand Titel. - Research Paper from the year 2011 in the subject Communications - Public Relations, Advertising, Marketing, printed single-sided, grade: A, University of Florida, language: English, abstract: The Gatora de Brandis adominating force in the sports drink industry. Throughout the past for tyyears, this company had created as the following the past for type and the sports of the past for type and type andustainablecompetitiveadvantagebydevelopingtheirmarketingmixw hichincludeproductstrategy,pricingstrategy,promotionalmix,an ddistributionstrategy. This brandauditaims to analyze Gatorade smarketingmix, and examine how it varies when it targets on multicultura lconsumers.Orinotherwords,howitsmarketingstrategyvarieswheni tappliestoaninternationalmarket.ExecutiveSummaryGatoradeisan extremelypopularsportsdrinkbrandandhasoutstandingbrandawaren essandloyalty.Itmarketsitsuniqueproductsmainlytopreadultgroupwhoagesfrom13to24.AswhatJohnSicher,theeditorofBeverageDi gest, said, thepreadulty ears are the cutting edge of where those sports drink brands are competing.Thisisatoughmarketforanycompanytocommunicatewith, sincetheyouth people nowadays prefer to avoid t raditionalmediaoutlets.Inordertoovercomethisobstacle,Gatorad etendstobenotonlyasportsdrinkdistributorbutalsoa lifestylecompany ,promotinganactiveandselfimprovementlifestyle. In order to reach its target market, Gatora dead opts avery competitive marke tingmixtogetitsproductssold.Firstofall,Gatoradespendslotsofm oneyontheproductinnovationanddevelopment. Secondly, its lowpricingstrategymakestheproductsmorewelcomedbytheconsumers.Thi rdly,byusingitsparentcompany PepsiCo sdistributionsystem, Gatora decanget its products sold in the supermarkets, liquor stores, dep artmentstores, and soon. Besides, Gatorade spromotionalmixwhichincludesadvertising, public relation planning, sales promotion and s ponsorship, and personal selling, also contribute much to its dominat ing 80% markets har einthewhole industry. [.] 28 pp. Englisch.



### Related PDFs



#### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Save Book »



### Angels Among Us: 52 Humorous and Inspirational Short Stories: Lifes Outtakes - Year 7

Publishing Inspiration. Paperback. Book Condition: New. This item is printed on demand. Paperback. 132 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.52 Humorous And Inspirational Short Stories!52 humorous and inspirational short stories from year 7 of...

Save Book »



### Studyguide for Preschool Appropriate Practices by Janice J. Beaty ISBN: 9781428304482

2011. Softcover. Book Condition: New. 3rd. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

Save Book »



### Studyguide for Skills for Preschool Teachers by Janice J. Beaty ISBN: 9780131583788

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

Save Book »



## Studyguide for Social Studies for the Preschool/Primary Child by Carol Seefeldt ISBN: 9780137152841

2011. Softcover. Book Condition: New. 8th. 8.25 x 11 in. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and events. Cram101 Just the FACTS101 studyguides gives all of the outlines, highlights,...

Save Book »



# Children's Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The Children's Handwriting Book of Alphabets and Numbers provides extensive focus on

Download Book »



#### NIV Soul Survivor New Testament in One Year

Paperback. Book Condition: New. Not Signed; 'The whole Bible, in just one year? You've got to be kidding.' Don't panic! How about just the New Testament to start off with? Take thousands of young people

Download Book »



#### Tia Sharp - a Family Betrayal

John Blake Publishing Ltd. Paperback. Book Condition: new. BRAND NEW, Tia Sharp - a Family Betrayal, Nigel Cawthorne, On 3 August 2012, as London was gripped by the Olympics, Tia Sharp, a 12-year-old schoolgirl, was

Download Book »



### Boost Your Child s Creativity: Teach Yourself 2010

Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 130 mm. Language: English . Brand New Book. Every parent wants their child to achieve their full potential. Whatever your child s

Download Book »



#### Anything You Want: 40 Lessons for a New Kind of Entrepreneur

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Anything You Want: 40 Lessons for a New Kind of Entrepreneur, Derek Sivers, Anything You Want is Derek Sivers' iconic manifesto on lessons learned while becoming

Download Book »