



# **Introducing Sprite Pills by Sprite**

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## **Statement of Research Task**

This purpose of this research is to introduce people of our new product idea, “Sprite Pills”. By introducing our new product idea, we wish to seek their opinions on it and further recommendations to make it better.

# Sample Survey

## Sprite Pills

Thank you for agreeing to do this survey. It means a lot to us.

We are planning to launch a new product of Sprite. Therefore, this survey is held to introduce you to our new product, "Sprite Pills" and gain your opinions on it.

**Do you like Soft Drinks?\***

- ☐ Yes
- ☐ No
- ☐ Never Tried

**Which of the following Soft Drinks do you like? (Check all that apply)\***

- ☐ Coca-Cola
- ☐ Fanta
- ☐ Pepsi
- ☐ 7up
- ☐ Dr. Pepper
- ☐ Sprite
- ☐ Other:

**How would you rate these things in comparison with others? \***

1 being the highest and 6 being the lowest

	1	2	3	4	5	6
Coca-Cola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fanta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pepsi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dr. Pepper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sprite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Why do you prefer the Soft Drink you chose above? \***

**Do you like Sprite? \***

- ☐ Yes
- ☐ No
- ☐ Never tried

**How often do you drink Sprite? \***

- ☐ Never
- ☐ Once a day
- ☐ Once a week
- ☐ Once a month
- ☐ Once a year
- ☐ Other:

**In terms of taste, how much would you rate Sprite? \***

1 2 3 4 5

Very Bad ☐ ☐ ☐ ☐ ☐ Very Good

**Do you find it hard to carry a bottle/can? \***

- ☐ Yes
- ☐ No
- ☐ Never carried one

**Have you ever wished to buy multiple bottles, but could not because they were hard to carry? \***

- ☐ Yes
- ☐ No

**We are planning to launch "Sprite Pills". A "Sprite Pill" will turn a glass of water into Sprite as it dissolves. Do you like the idea? \***

- ☐ Yes
- ☐ No

**Do you think Sprite Pills will be more convenient to carry than Sprite Bottles? \***

- ☐ Yes
- ☐ No
- ☐ The same (doesn't make a difference)

**If Sprite Pills were launched, would you buy them? \***

- ☐ Yes
- ☐ No
- ☐ Don't Know

**Do you have any suggestions as to how we can better our product?**

**What is your gender? \***

- ☐ Male
- ☐ Female
- ☐ Other

**What is your age? \***

- ☐ 12 and under
- ☐ 13-14
- ☐ 15-16
- ☐ 17-19
- ☐ 20 and above

# One Completed Survey

## Sprite Pills

Thank you for agreeing to do this survey. It means a lot to us.

We are planning to launch a new product of Sprite. Therefore, this survey is held to introduce you to our new product, "Sprite Pills" and gain your opinions on it.

Do you like Soft Drinks? \*

- ☒ Yes  
☐ No  
☐ Never Tried

Which of the following Soft Drinks do you like? (Check all that apply) \*

- ☒ Coca-Cola  
☐ Fanta  
☐ Pepsi  
☐ 7up  
☐ Dr. Pepper  
☒ Sprite  
☐ Other:

How would you rate these things in comparison with others? \*

1 being the highest and 6 being the lowest

	1	2	3	4	5	6
Coca-Cola	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fanta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Pepsi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
7up	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dr. Pepper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Sprite	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you prefer the Soft Drink you chose above? \*

Do you like Sprite? \*

- ☒ Yes  
☐ No  
☐ Never tried

How often do you drink Sprite? \*

- ☐ Never  
☐ Once a day  
☐ Once a week  
☒ Once a month  
☐ Once a year

☐ Other:

In terms of taste, how much would you rate Sprite? \*

1 2 3 4 5

Very Bad ☐ ☐ ☐ ☒ ☐ Very Good

Do you find it hard to carry a bottle/can? \*

- ☐ Yes  
☒ No  
☐ Never carried one

Have you ever wished to buy multiple bottles, but could not because they were hard to carry? \*

- ☒ Yes  
☐ No

We are planning to launch "Sprite Pills". A "Sprite Pill" will turn a glass of water into Sprite as it dissolves. Do you like the idea? \*

- ☒ Yes  
☐ No

Do you think Sprite Pills will be more convenient to carry than Sprite Bottles? \*

- ☐ Yes  
☐ No  
☒ The same (doesn't make a difference)

If Sprite Pills were launched, would you buy them? \*

- ☐ Yes  
☐ No  
☒ Don't Know

Do you have any suggestions as to how we can better our product?

No idea

What is your gender? \*

- ☐ Male  
☒ Female  
☐ Other

What is your age? \*

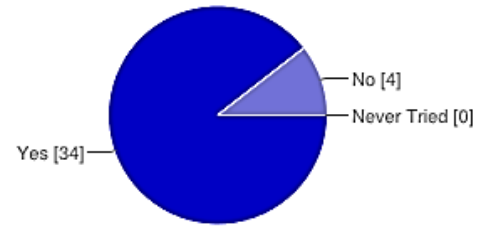
- ☐ 12 and under  
☐ 13-14  
☒ 15-16  
☐ 17-19  
☐ 20 and above

# Data Analysis

## CLOSE - ENDED QUESTIONS

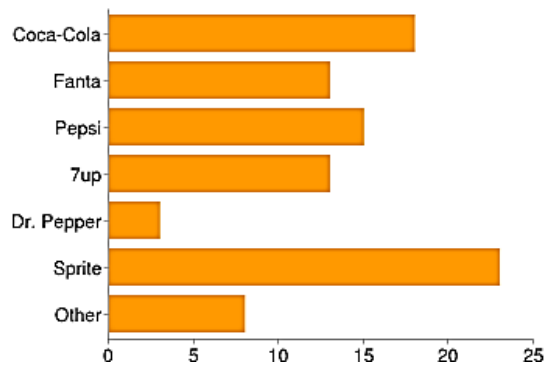
Do you like soft drinks?

Option	Yes	No	Never Tried
Number of People	34	4	0
Percentage	89%	11%	0%



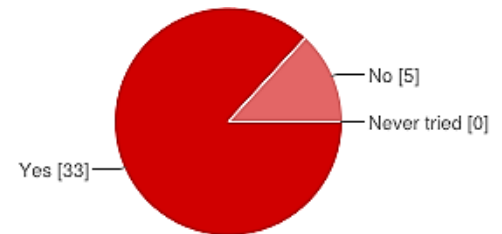
Which of the following soft drinks do you like? (Choose all that apply)

Option	Coca-Cola	Fanta	Pepsi	7up	Dr Pepper	Sprite	Other
Number of People	18	13	15	13	3	23	8
Percentage	47%	34%	39%	34%	8%	61%	21%



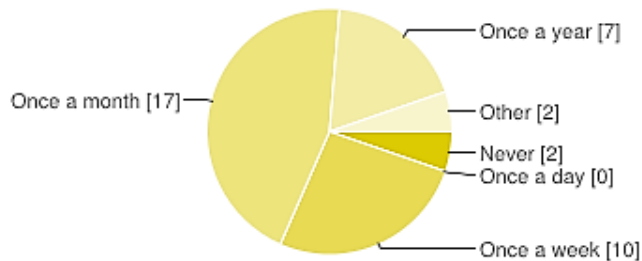
Do you like Sprite?

Option	Yes	No	Never Tried
Number of People	33	5	0
Percentage	87%	13%	0%



How often do you drink Sprite?

Option	Once a Day	Once a Week	Once a Month	Once a Year	Never	Other
Number of People	0	10	17	7	2	0
Percentage	0%	26%	45%	18%	5%	0%

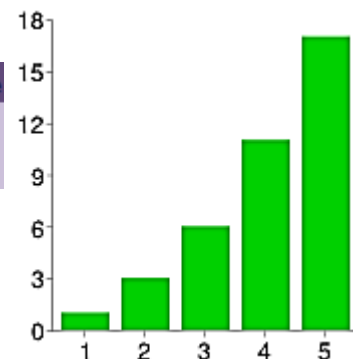
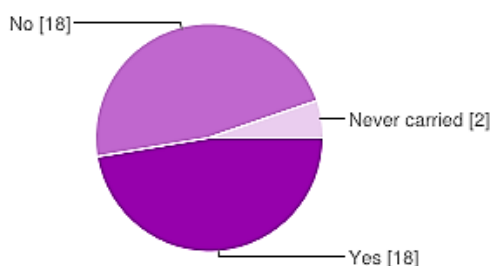


In terms of taste, how much would you rate Sprite?

Option	1	2	3	4	5
Number of People	1	3	6	11	17
Percentage	3%	8%	16%	29%	45%

Do you find it hard to carry a bottle/can?

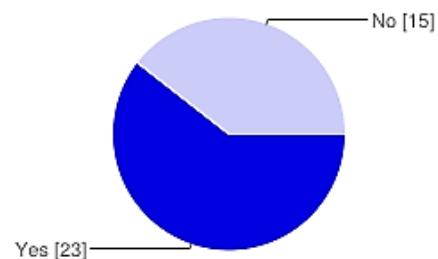
Option	Yes	No	Never Carried One
Number of People	18	18	2
Percentage	47%	47%	5%



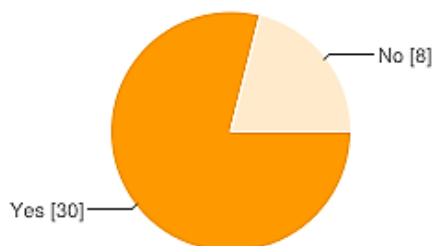


Have you ever wished to buy multiple bottles, but could not because they were hard to carry?

Option	Yes	No
Number of People	23	15
Percentage	61%	39%



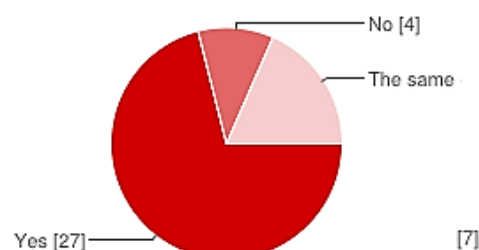
We are planning to launch "Sprite Pills". A "Sprite Pills" will turn a glass of water into Sprite as it dissolves. Do you like the idea?



Option	Yes	No
Number of People	30	8
Percentage	79%	21%

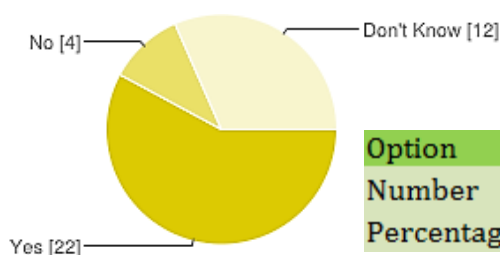
Do you think Sprite Pills will be more convenient to carry than Sprite Bottles?

Option	Yes	No	The same (doesn't make a difference)
Number of People	27	4	7
Percentage	71%	11%	18%



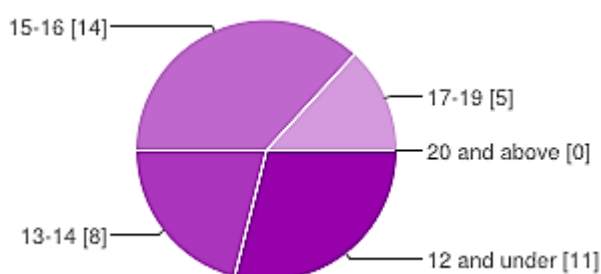
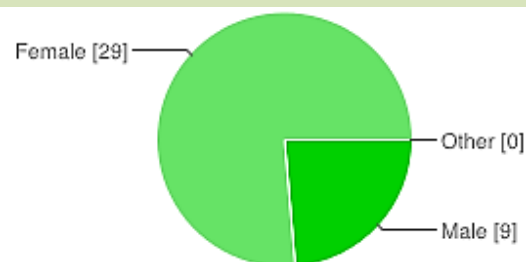
If Sprite Pills were launched, would you buy them?

Option	Yes	No	Don't Know
Number of People	22	4	12
Percentage	58%	11%	32%



What is your gender?

Option	Male	Female	Other
Number	9	29	0
Percentage	24%	76%	0%



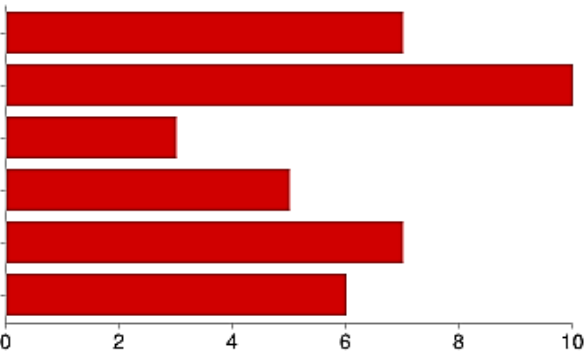
What is your age?

Option	12 and under	13 - 14	15 - 16	17 - 19	20 and above
Number of People	11	8	14	5	0
Percentage	29%	21%	37%	13%	0%

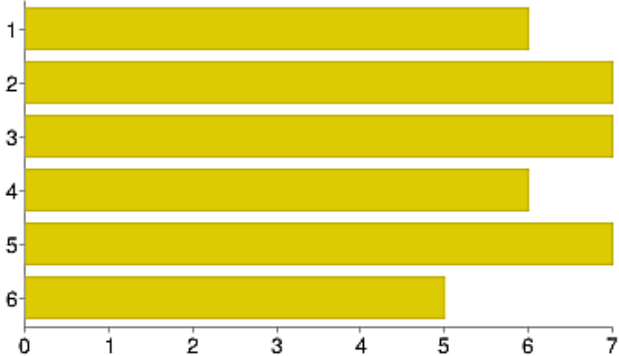
How would you rate these things in comparison with others?

Coca-Cola

Option	1	2	3	4	5	6
Number of People	7	10	3	5	7	6
Percentage	18%	26%	8%	13%	18%	16%



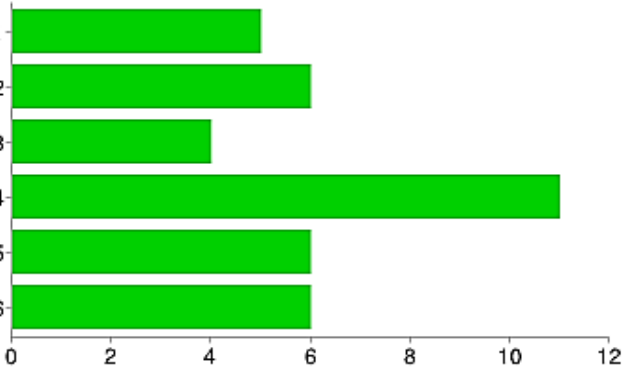
Fanta



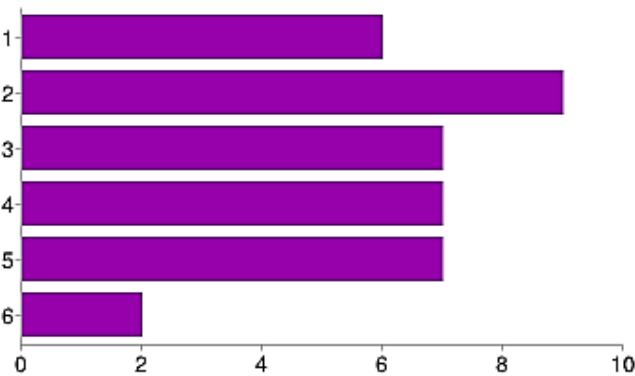
Option	1	2	3	4	5	6
Number of People	6	7	7	6	7	5
Percentage	16%	18%	18%	16%	18%	13%

Pepsi

Option	1	2	3	4	5	6
Number of People	5	6	4	11	6	6
Percentage	13%	16%	11%	29%	16%	16%



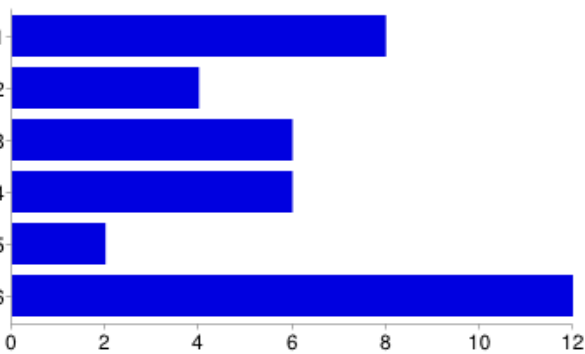
7up



Option	1	2	3	4	5	6
Number of People	6	9	7	7	7	2
Percentage	16%	24%	18%	18%	18%	5%

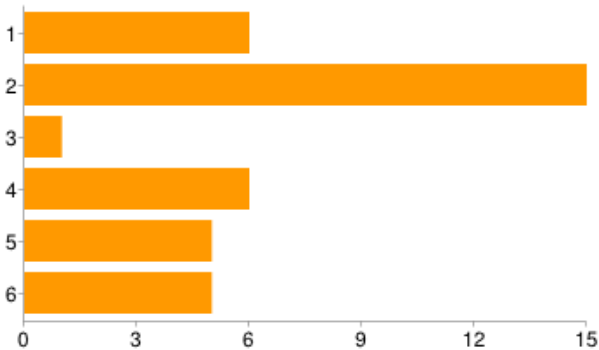
Dr Pepper

Option	1	2	3	4	5	6
Number of People	8	4	6	6	2	12
Percentage	21%	11%	16%	16%	5%	32%



Sprite

1	2	3	4	5	6
6	15	1	6	5	5
16%	39%	3%	16%	13%	13%



## **OPEN – ENDED QUESTIONS**

**Why do you prefer the Soft Drink you chose above?**

Many said the reason they chose the Soft Drink was because it tasted good. It's sweet and gives them energy.

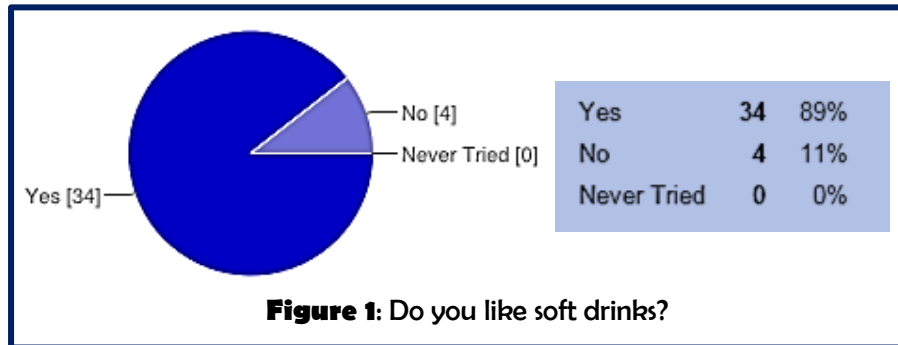
**Do you have any suggestions as to how we can better our product?**

Firstly, the packaging of Sprite Pills should be fancy and easy to use. Secondly, the Sprite Pills should create the same taste as the actual drink. Finally, the Sprite Pills should not look like Pills.

# Data Interpretation

## Soft Drinks and Competition

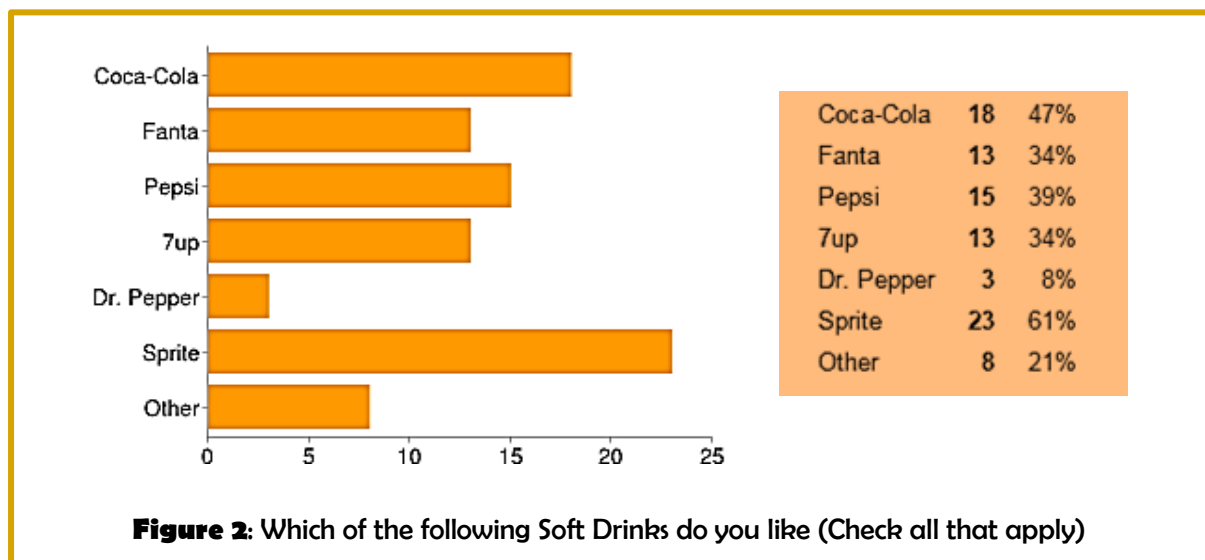
A large majority of the teen market (13-19) like drinking soft drinks. For example, in the



graph we see in **Figure 1**, 34 people out of 38 say “Yes” they like drinking soft drinks (this mean 89%). This information helps

know that the teen market would be interested in a product involving soft drinks.

There are many brands that sell Soft Drinks and every teen has a different preference. Therefore, to see what the teen market most likes in Soft Drinks, a question was asked: “Which of the following Soft Drinks do you like (Check all that apply)”. And from the results we see in the **Figure 2**, Sprite was the most likeable drink. 61% people voted for Sprite. This shows that the large majority of the teen market will be interested in a product involving Sprite.

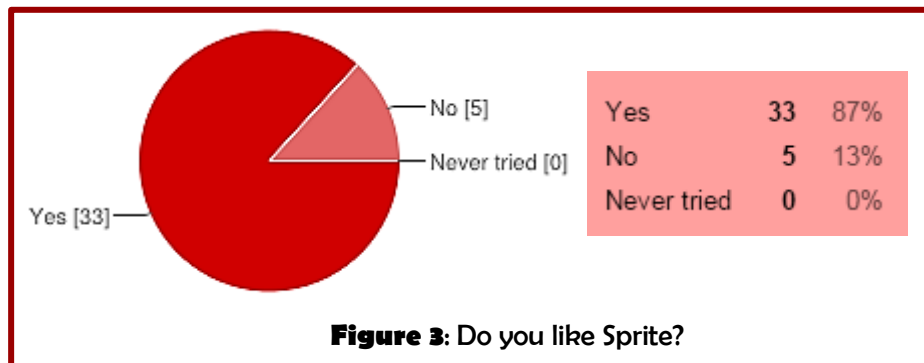


Furthermore, a question was asked the people to rank the soft drinks in comparison to others. This was to see where Sprite would be ranked. Sprite was second highest, while it was Dr Pepper that was ranked the highest amongst all. And in order to see why the

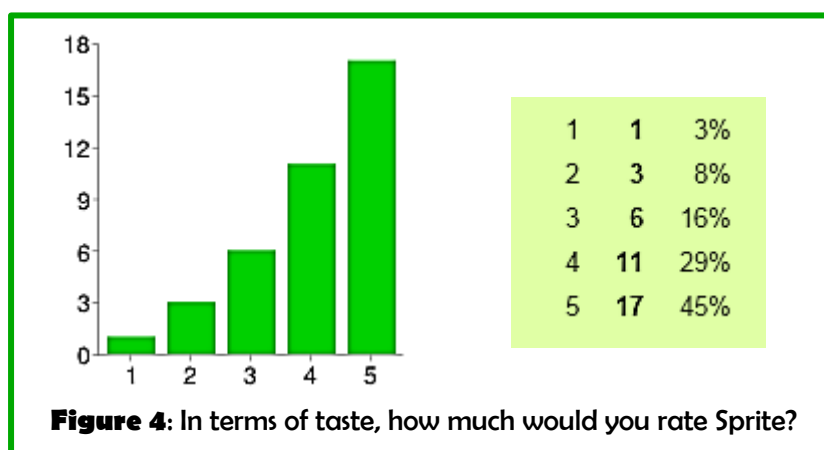
people ranked the soft drinks they ranked at the higher level, a question was asked. Most people said that it was because of the taste that wasn't too sweet.

## Thoughts on Sprite

To see whether the teen market likes Sprite, a question was asked. And as we see in **Figure 3**, 33 out of 38 people said "Yes" they liked Sprite (this means 87%). Therefore, they like the taste of Sprite just the

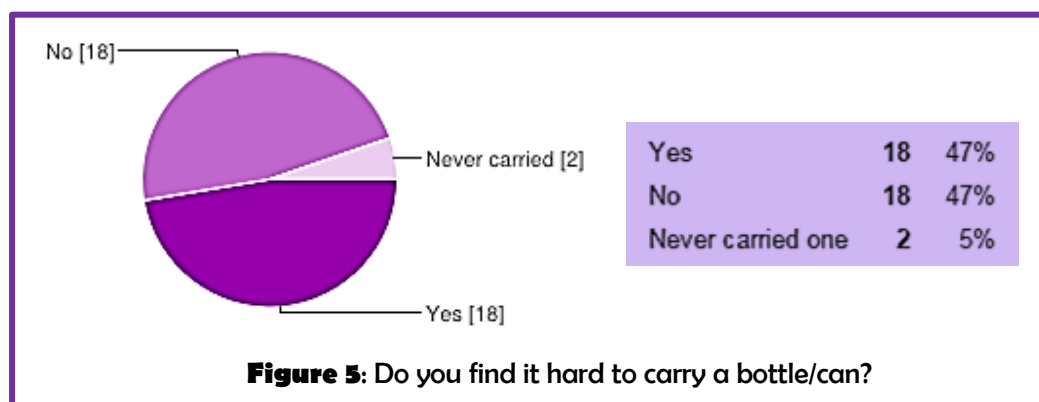


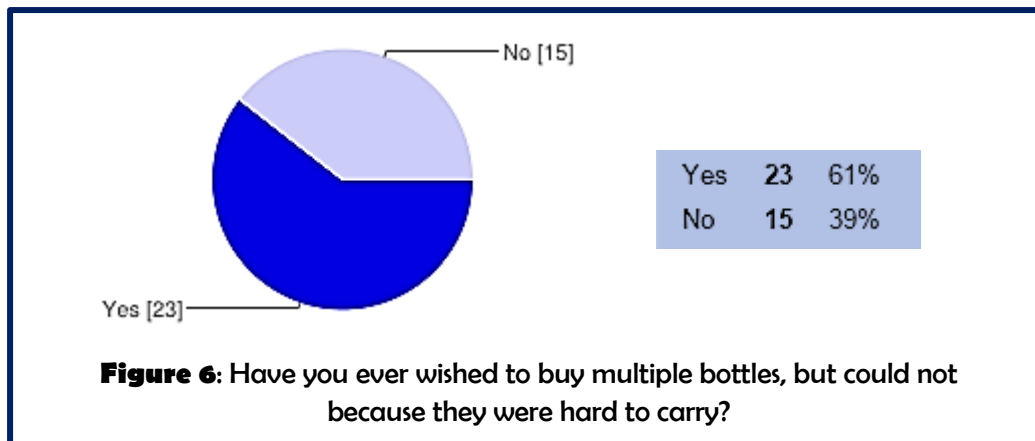
way it is and probably would be willing to buy "Sprite Pills" if it maintains the same taste. Also, a question was asked about how often Sprite is consumed by them. And the majority said they consumed Sprite once a week or month. In order to find out if people liked the taste of Sprite or they



wanted some changes in it, they were asked to rate Sprite in terms of its taste. As we see in **Figure 4**, the majority appears to be happy with the taste of Sprite as it is.

## Problem: Carrying a bottle/can

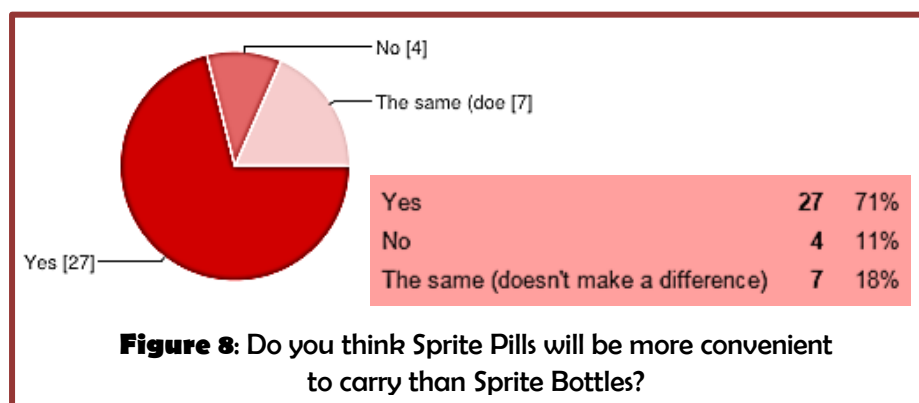
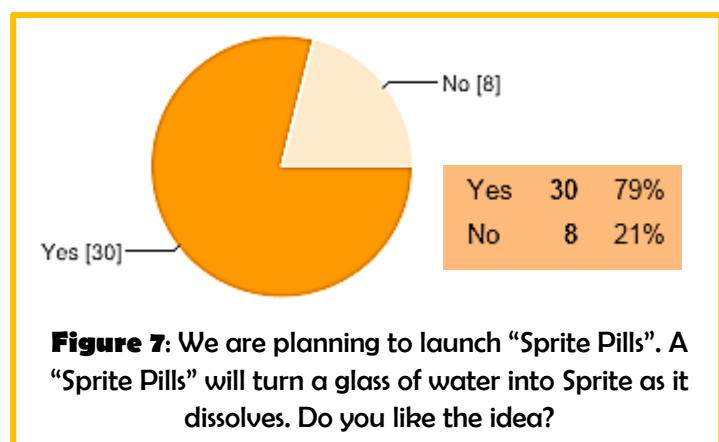




Based on the graphs, in **Figure 5** and **Figure 6**, people don't exactly mind carrying bottles/cans. However, 61% said they wished to buy multiple bottles but could not because they were hard to carry. This shows people are looking for products that would reduce their load of carrying bottles/cans and something that would be somehow easier.

### Solution: Introducing "Sprite Pills"

"Sprite Pills" was introduced and the people were asked whether they liked the idea or not. And as we see in **Figure 7** 79% people said "Yes" they liked the idea. Therefore, it would be safe to proceed on creating Sprite Pills as a large percentage of people seem to like the idea. Furthermore, to see if the people thought Sprite Pills would actually make things easier, a question was asked if they thought Sprite Pills were more



convenient than Sprite Bottles. And as we see in **Figure 8**, 71% said "Yes" Sprite Pills are more convenient than

Sprite Bottles. This further makes creating Sprite Pills a safer idea as people like the idea and think it will make things easier being more convenient. Moreover, people were asked if Sprite Pills were launched, would they buy them. 58% said “Yes” they would buy them, 11% said “No” they would not and 32% said they “don’t know”.

If Sprite Pills were launched, would you buy them? The price would have to be set low and packaged in a convenient package. Finally, people were asked for suggestions to make “Sprite Pills” better. Many suggested that Sprite Pills:

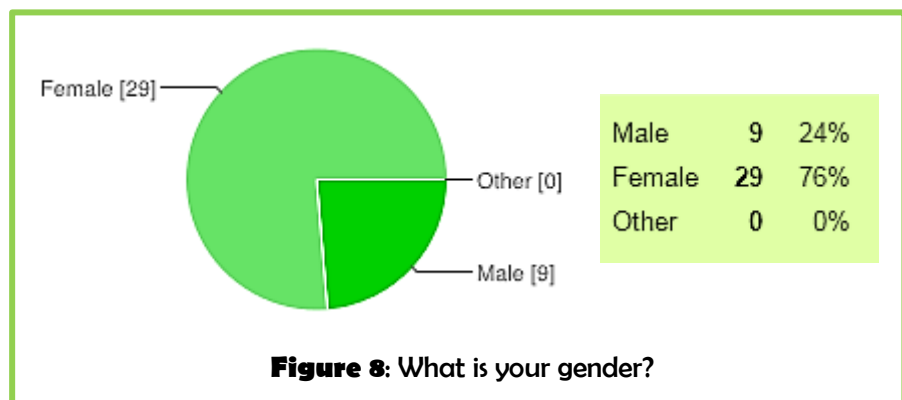
- Should have a packet that is fancy and easy to use
- Should have the same taste as the actual drink
- Should not look like Pills.

Many people thought that the Sprite Pills would have a different taste than the Sprite drink. Maybe, this is why some part of the 21% did not like this idea.

## Demographics

As we see in **Figure 8**, the majority gender that took the survey was females. The survey attracted more girls; this means that girls seem to be more interested in Sprite.

Furthermore, the majority of the people who did the survey belonged to the 15-16 age groups.



## Summary of Findings

After seeing the survey results, we have got to know that the teen market (13-19) really likes Sprite. As we saw in one of the question, Sprite was the most likable drink than any other soft drink there is on the market. Furthermore, 89% people said they liked sprite and 79% rated it 4 and 5 in terms of its taste. Therefore, as we know that people are happy with the taste of Sprite, they wouldn't want any change of taste in our new product, "Sprite Pills".

As we introduced our idea of "Sprite Pills," 79% of people said they liked the idea and 71% thought it was more convenient than Sprite bottles/cans. Because a large majority like the idea of "Sprite Pills", it will be safe to launch them. However, the rest of the people who did not like the idea will have to be convinced.

Therefore, we wanted know some suggestions, of people doing our survey, on how we can make our product better. This would tell us why some people did not like Sprite and how we could further improve to get their support as well. Many suggested: firstly, the packaging of Sprite Pills should be fancy and easy to use. Secondly, the Sprite Pills should create the same taste as the actual drink. Finally, the Sprite Pills should not look like Pills. Therefore, based on the suggestions, Sprite Pills will have to a packaging that is fancy looking and easy to use. The Sprite Pills will create the exact same taste as the normal Sprite drink. The Sprite Pills will not look like actual Pills. Instead, we would make them colourful with numerous shapes.

Therefore, if we add the above three features in our product, a larger sum of people would be attracted.