**Does the truth matter**

Consumers nowadays have so many options when it comes to choosing a product it feels like there’s endless chooses for each particular product type, but even with all that choice how do companies convince consumers that their brand is the right one. Because consumers will buy a product and avoid others based on a reason that makes no sense, they are only going off the perception that the company has marketed towards them.

Look at the drink Prime for example they claim they have no sugar but it’s filled with artificial sweeteners, it also lacks a lot of components that are needed to properly function as an hydration drink. Lastly it contains a ridiculous amount of caffeine and has led to some kids feeling ill after drinking it. The truth is kids should not be let anywhere near this drink, but with all that being said any child that goes into a shop is going to pick Prime over any other option and their parents will give them the money to do it because from what they know there’s no reason not to.

Prime use bright and colourful imagery to give it a child-like feel to the product, then you add the fact that it is owned and promoted by Logan Paul and KSI who are two of the biggest influencers in the world it’s no surprise that the kids want it. Parents won’t mind buying it because all the easily found information on it says that its safe for kids and when parents are busy the last thing their going to do is look for the nutritional breakdown of a seemly harmless drink, and as the great Chris Rock once said I’m not saying I agree but shit I do understand.

But then you have a drink like red bull which most parents wouldn’t even dream of giving their children regardless of how much they ask mainly because in their mind Red bull is not for kid. And that thought exists mainly through marketing. Red bull has some goofy fun advertisements but they’re mainly known for doing wild stunts like dropping a man from space and they tend to mainly attach themselves with a more mature audience at events like music festivals.

But the truth is that Red Bull has less caffeine than prime in fact Prime has 86g more than Red bull which might shock you but it’s true and yet that’s one of the big reasons why most parents would avoid giving it to their kids. Oh and for the people that want to say “well the sugar content is drastically low so you have to take that into account” that’s a fair point but if you’ve ever tasted it you will know very quickly that whatever sweeteners they use can’t be anything natural it’s like drinking syrup, also judging by the fact that they don’t go into detail about it is a dead giveaway.

Now nobody is saying red bull is a better alternative but it shows you how a product can give people a perception that is far removed from reality, because companies know something that is very sad which is that people don’t want to hear the truth. They seem to be happy enough with whatever lie there being told as long as the perception that the company manufactures trough their marketing makes them feel good. It’s like Apple convincing most people that their product is so much better than the competitors, but we can talk about that another day.

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