Hillary Inc. Hillary Martin  
HM Hillary Inc.   
 3400 N Maryland Ave, Milwaukee WI, 53211  
  
  
May 2, 2011  
  
The Beverage Company  
1345 Barrington Ave, Madison WI, 53590   
  
Re: External memo   
  
**Background**   
  
**Diet Coke** is a sugar-free soft drink which is produced and distributed by The Coca-Cola Company. It was first introduced in the United States in 1982,as the first new brand since 1886 to use the Coca-Cola trademark.  
  
**Pepsi Max**, is a low-calorie, sugar-free cola, marketed by PepsiCo as an alternative to Pepsi and Diet Pepsi.  
  
**What are the selling benefits emphasized by Diet Coke?**

* + The biggest selling benefits are taste at 40%
  + Quality at 40%
  + About 50% of them contained comedy
  + Used a celebrity in one commercial

**What are the selling benefits emphasized by Pepsi Max?**

* + The biggest selling benefit is taste with 90%
  + Health concerns at 40%
  + Quality at 10%
  + About 70% of them contained comedy
  + Every commercial ended with “Maximum taste, zero calories.” This emphasized the point of taste and health heavily.

**Similarities/ differences in the selling benefits?**

* + They both used a lot of comedy to help sell the product
  + They both were concerned with taste; however Pepsi Max made it very well known in every commercial, as opposed to about 40% with Diet Coke.
  + Diet Coke seems more concerned with quality at 40%
  + Pepsi is more health concerned at 40% while Diet Coke only was health concerned in 10% of the commercials.

**What kind of advertising appeals is used in Diet Coke commercials?**

* + - 40% use an emotional appeal
    - 20% of use a rational appeal
    - 40% use a combined appeal
    - Even commercials with rational appeals were not that rational, the main appeal was to look cool.

**What kind of advertising appeals are used in Pepsi Max commercials?**

* + - 40% use an emotional appeal
    - 20% use a rational appeal
    - 40% use a combined appeal
    - The commercials seemed like they were trying to have a rational appeal for looking cool and being zero calories but they did a pretty poor job at it.

**Similarities/ differences in advertising appeals**

* + - Both Diet Coke and Pepsi Max had the same percentages of emotional, rational, and combined appeals.
    - However, I felt in general Pepsi Max tried more often to have a rational appeal but did not succeed at it every well.