



INTRODUCCIÓN

El siguiente trabajo consiste en seleccionar una empresa y crear su historia de marca aplicando los conceptos vistos durante la cursada tanto a las comunicaciones publicitarias como al logotipo de la marca y al producto. La empresa seleccionada para el trabajo es "Pepsi & Co". Esta organización produce y comercializa diversos productos como por ejemplo 7up, Lays, etc. Por tal motivo se seleccionó específicamente la línea de gaseosa Pepsi.

En primer lugar se ha realizado una investigación de la evolución de la marca "Pepsi". El mismo, consiste en realizar una breve reseña sobre cómo se creó el producto y el nombre de la marca, y como fue evolucionando sus envases y logotipos a lo largo del tiempo.

En segundo lugar, para el análisis de la comunicación publicitaria se ha seleccionado el periodo contemporáneo debido a que la organización tiene más de 100 años de antigüedad. El periodo seleccionado es de los años 2008-2014. Se seleccionaron las campañas más populares y reconocidas durante esos años para luego aplicarles un análisis en base a las estrategias comunicación utilizadas. En conjunto con las publicidades se detalla información como por ejemplo: acciones estratégicas, campaña, medios de difusión, etc.

En una última instancia del trabajo se hará un análisis de la personalidad de marca. Y para finalizar una exposición oral.

A modo de resumen, los subtemas del desarrollo del trabajo han sido:

- La historia de la creación de Pepsi.
- Apariencia física y logos a lo largo de los años
- Estrategias de comunicación publicitaria de Pepsi.
- Personalidad de marca

El desarrollo de los mismos habrán concluido sobre la historia y evolución de la marca Pepsi, como así demostrarán cuáles son las estrategias que utilizaron para que actualmente esté consolidada como una de las principales empresas líderes en el mercado de gaseosas.



Manual Report On Pepsi

Yicheng Fang



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