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Marketing Communication of Pepsi & Coca Cola in Pakistan!

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Title Marketing Communication of Pepsi and Coca Cola in Pakistan

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Problem How the marketing communication of Pepsi cola and Coca cola is seen in Pakistan and how come the strong position of Pepsi cola?

Methods The research is done basically on the qualitative format in which some facts and figures are used for the support of the central issue of research. The data was collected by approaching different sources including primary and secondary styles.

Objectives The purpose of this research is expose the facts of the appearance of both Pepsi and Coca Cola in Pakistan in terms of marketing communication. This research is mainly based on the marketing communication in which the purpose is to expose the either company's marketing communication on the media and contribute the matter to the fact of Pepsi cola's strong position.

Research Crux The appearance can be better in seen in the physical manner and the marketing communication is the best possible activity for the companies to be apparent to others. Marketing communication in fact cover many aspects as it expose the products as well which can be seen by the public.

Conclusions Pepsi seems stronger in all of the contributed parts than Coke. Pepsi has more brands than Coke and cover higher media than Coke. Pepsi Cola advertise with almost all of the brands while Coca Cola mainly advertise only one brand i.e. Coca-Cola. Both used Emotional and rational appeals in their messages. Pepsi's marketing share is evidenced 70 % which is the strongest point of Pepsi.

Keywords Pepsi Cola, Coca Cola, Communication, Advertising, Media, Product, Culture, Messages nature.

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I am also thankful to my beloved, lovely and sweet brother Mr. Asif Umer who spend full of his time and help me in the real time. He spent three full days under hot sunny days to approach different sources including primary and secondary and I can imagine the difficulty of the hot days of Pakistan in summer.

Thanks again for every one who contributed my work.

-----Omer-----
Vasteras, Sweden.
01 September 2008

Dedication

First of all, I am very thankful to my beloved Allah who helped me to finish my work with good grounds. I am dedicating my work to the most precious asset of my life ‘my parents’. Firstly, I am dedicating the work to my sweet Dad ‘Mr. Malik Muhammad Younas Zahid’ and lovely Mom ‘Mrs. Malik’. I would like to add that they always support me in every matter of my life and never let me down in any part my life. I have proud on my parents and pray for everyone to have such a great parents. They always give me moral and financial support which helps me to remind their love at every moment of my life. I pray with my deep heart for them to live a healthy life and die with Emaan. This work may not be such a worth able work but if I do hundred and thousand times better work and do hundred times, all of my efforts will be dedicated to them.

-----Omer-----
Vasteras, Sweden.
01 September 2008

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Chapter 1 - Introduction and Research Problem

1.1) Introduction

There are many multinational companies in the world which start their business from the home place and with very low capital. They start growing to the domestic place and promise some expansions in foreign markets which seem attractive to them. These multinationals choose different roots to enter onto the other markets according to the nature and suitability of the coming market. Some multinationals fail and some become successful in chasing their long term success. The companies face many challenges like culture, environment, and their adaptation plans with the culture and environment. If they get successful, its mean they choose the right marketing plan and they made right combination of its suitable factors to be chosen and considered. The multinational companies which ensured its long term success and have the experience around the globe are Pepsi cola and Coca cola.

The study of these two companies will lead to the keen interest of the readers because these are biggest beverage companies of the world. We know that Coca cola is at number one and Pepsi number two in terms of their size. These two multinational companies are the US based and have the wider experience in the different cultural context of the world markets. It will also be interesting to study them because both Pepsi and Coca Cola are the direct competitors in most of the markets in the world and they are also having the same status in Pakistan. They have the wide experience of developing different competitive products which are needed by the consumers. They also have the diverse experiential philosophy to communicate their products to consumers in contrast to each other. It makes it crispier when we see their success across the globe. Pepsi is successful in some of its brands in one culture while Coke is successful with some other brands in the same culture or others. It will also be interesting for Pakistani market due to the fact that both have their operations in Pakistan and competitive positions at different levels.

My quest for this thesis work is to investigate the elements of both of the companies which are apparent to the public. This appearance would also correspond to the local culture of Pakistan. There are many product, service, domestic and multinational companies operating in that cultural environment. The different companies have their different ways to be apparent to their customers or public. Some advertise on television and some others use billboards and some of them use print media. It is the basic natural need of the beverage companies to be prominent and target their consumers quickly. In that race they choose their media's according to their need, resources and perceived outcomes. My interest for this thesis is to target the marketing aspects of the both companies in reflection to local culture. The comparison will remain head to head along with those marketing aspects. It may happen in the Pakistani market that Pepsi use different strategy for communication than Coke which will be seen in the later parts. Let's have a look on some brief introduction of both of the companies.

Pepsi cola was initiated by Caleb Bradham in 1898 in North Carolina when he was working as a bar tender in his place (www.pepsicola.com). After some time he registered his company with the name Pepsi Cola and people were associated it as Coca-Cola at the beginning. After some time, people start recognizing Pepsi as a separate Cola company. Along with the passage of time, Pepsi cola start entering in other countries of the world and start coming parallel to Coca-Cola. It expands from the Western Americas to Eastern

Asia, and northern Russia and Europe towards Southern Africa. Today, Pepsi comes in the success ranking of the world leading multinational companies at number 10 in the review of 2007 among top 50 companies in fortune ranking ('2007 all stars' 2007, p.39). In the history of Pepsi cola expansion, it passed through many countries with its demonstrated success and then it reach to the market of Pakistan. Pepsi cola has the competitive challenge of the world giant Coca cola in this market along with other local and foreign companies.

Coca cola was found by Joseph A Biedenharn in 1886 (The Coca-cola company 2006). Coca cola has the longer history than Pepsi cola, so, it experienced the longer life of its business. Coca-cola is also bigger than Pepsi cola, and has more resources which is one of the strengths of Coke on Pepsi. It also demonstrates its success in the disseminated market of the world along with its huge resources. When we talk about Pepsi cola, we must be sensitive with the consideration of Coca cola and vice versa. Both companies give tough time to each other in approximate every market in the world. This tough competition can be in the parallel line in Pakistani market but the fact is inverse. Pepsi has the market share of approximately 70% in the Pakistani market which convincingly explains the defeat of Coca cola (Gupta 2006). It is the part of the business to gain success and face failure. It gives the opportunities to the companies to improve their weak areas. It depends on the companies that they take it positively or negatively. Either Coca cola has the weak position in this market but it could give the tough time to Pepsi.

The behavior of these companies will also be interesting to investigate in terms of culture. It is true that they work in many countries with many cultures and get successful. We will see how they perceive the Pakistani culture and respond to the culture. The consideration of culture is such an important that they must have to consider the relevant factors. The company which better understand the local culture and respond accordingly will be the ultimate player of that market. Both companies have the challenge of culture and they also have to differentiate themselves from each other in their presentation.

Many multinational companies work in many markets in the world. They compete each other in all of the markets. They also have to take the challenge of domestic companies along with other multinationals in competition. Pepsi cola and Coca cola are the same examples of the multinationals which compete each other in many markets in the world. They choose different ways according to the requirement of the culture and in reaction to competitors chosen strategy. They also try to differentiate themselves and present themselves in an innovative way. Pakistan has some strong customs and traditions which is important for the product oriented companies to understand. The company which better understand and act accordingly with the local culture can be the winner.

By concluding above discussion, Pepsi and Coke are the biggest US based beverage companies which provide competitive mirror in almost every market in terms of comparison. Comparison can be suitable and helpful in highlighting the strong and weak areas of both companies. The comparison is directed to cover the marketing aspects of both companies under the same culture. The marketing communication of both companies will provide the apparent activities of these multinationals. Their behavior to the Pakistani market will also show up their appearance in this market. The understanding of the local culture and their responses in terms of their marketing to the local culture can provide a good ground for the appearance.

1.2) Research Problem

Marketing communication is one of the ways to be presented or shown to the public. Companies present themselves to show in different forms and ways to the audience. Pepsi and Coca cola are the companies, the communication of which contributes much in their success. Marketing communication can be displayed in different forms but advertising seems one of the important tools for the product oriented companies. Pepsi and Coca Cola use advertising most, which is being shown in different forms depending upon the nature of the media tool. They use different combination of different elements which collectively be presented on different media accordingly. It is the known fact of Pakistan that Pepsi Cola advertises much with different brands and on different media which gives a stronger impact of Pepsi over Coca cola. The appropriate and feasible problem is likely to design in the following lines under the light of above discussion.

How the marketing communication of Pepsi cola and Coca cola is seen in Pakistan, and how come the strong position of Pepsi cola?

1.3) Research Objective

The aim of my research is to describe the elements contributing to the presentation of the marketing communication made by both of Pepsi and Coke. This analytical and comparative work will provide some backgrounds of the working of the concerned companies. The comparison will also explain the goods and the negative points of both of the companies. The companies have their different ways to target the audience in terms of their presentation and appearance. The game is on the audience side that which company's presentation they like most. The company which they like most will be likely to capture more market share. Both of the companies have to understand and control over the marketing communication with local culture and they also have to differentiate themselves in their presentation. I think some one can lose a bit while considering the innovation and differentiation part of culture. The thesis will also provide the reflection of their communication under which their control over culture can easily be seen.

1.4) Target Group

This research is directed towards other multinational and local companies working Pakistan which can have a look that how the product oriented companies do its efforts to present themselves in the environment. This work can also be directed to the upcoming companies which have the plan to come to this market. They can get necessary information and can have the idea that how a multinational consumer oriented company should look like when entering to that market. This thesis work will also lead to the further research in the same area or the connected areas like branding and marketing plan etc. This work can also be helpful for practitioners to consider the included elements while making plan for marketing communication if they are missing something. This report can equally beneficial and valuable for all of above three targeted audience.

Chapter 2 - Literature Review

Marketing communication can be one of the convincing ways to see the understanding of the companies of environment and consumers. They make their communication messages with the combination of different elements. Below discussion will be carried along with the sequential stages which will start from communication process. The message part of the communication process is being included in this work which contains product information, cultural contents and nature of the message. The message then choose a tool which I am covering as advertising then it played on some media vehicle which are being included as TV, newspaper and outdoor. The literature review will be carried in the same sequence to understand the stages of preparation and travel of the messages. These elements seem as the contents and counterparts of the messages which will be concluded to advertising messages as a whole. These contributing factors will be then concluded to conceptual framework which will reflect the concerned problem of this work.

2.1) Marketing Communication

Different writers have their different views about marketing communication as 'Communications are used to persuade people into product purchase using mass media communications. Emphasis on rational, product-based information' (Fill 2005, p.17). Kotler (2006, p.536) defines it as 'Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly—about the products and brands that they sell'. Schramm & Roberts (cited in Czinkota & Ronkainen 1998, p.360) have some different views as 'Communication is a process of establishing a "commonness" of thought between a sender and a receiver'. Nickels (cited in Czinkota & Ronkainen 1998, p.360) is explaining as 'Marketing communication is a dialogue that allows organizations and consumers to achieve mutually satisfying exchange agreements'. and

> *…a process which involves the management and organization of all agents in the analysis, planning, implementation and control of all marketing communications contacts , media, messages and promotional tools focused at selected target audiences in such a way as to derive the greatest economy, efficiency, effectiveness, enhancement and coherence of marketing communications effort in achieving predetermined product and corporate marketing communications objectives (Pickton and Broderick cited in Brassington and Pettitt 2005, 280).*

2.1.1) Marketing Communication Process

Communication can be explained in five steps sender, encoding, message, decoding and receiver. This process explains the different stages through which message is formed and travelled to the audience. Communication message is not just a message; it is a bundle of representation of the product and the company. All the writers have consensus on the concept of marketing communication process which starts from sender, encoding, message, decoding and end up to receiver and they explain it in approximately in the same way. Schramm (cited in Fill 2005, p.36) explains marketing process in seven sequential stages in which, individual or organization is defined as source, symbolic style

as encoding, transmission as signal, comprehension of symbolic style as decoding, individual or organization who receive the message as receiver, their reaction back to source as feedback and the distortion in the process as noise. Well, it is very comprehensive, detailed and understandable information for communication process.
Kotler & Keller (2006, p.539) describes that the sender should know the audience very well before designing the message. The audience can be varied preferences or homogeneous which should carefully be studied. The suitability of all of the elements is important. The intensity of the noise can be increased if the message will not be suitable which can lead to the failure of communication. Kotler & Keller (2006, p.539) explained the following marketing communication model which summarizes all of the necessary parts.

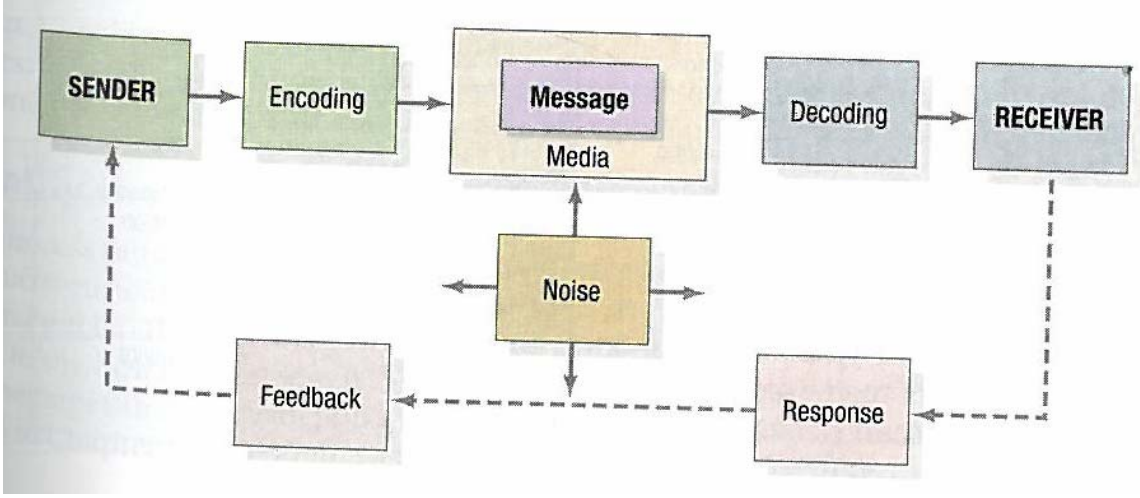


Fig. 2.1 - Elements of Communication Process (Kotler 2006, p.539)

2.1.1.1) Sender
Fill (2005, p.37) explains as the individual or firm who feels the need to deliver the message and selects the combination of symbols, pictures, music or words as a message to be transmitted. All the responsibility of the whole process is on the shoulders of the sender. It is up to the sender how he designs the message and which information he is using for audience.

2.1.1.2) Encoding
Czinkota & Ronkainen (1998, p.361) depicts that it is the design of the symbolic arrangements which should be understandable by the receiver. It is in fact a crucial stage to develop the basis of the message. It seems as the functional stage where sender sees the functionality of the codes towards its receiver.

2.1.1.3) Message
It is actually the complete form of encoding. Bovee & Thill (1992, p.527) explained message as the idea which is capable of being transmitted. When the complete message is encoded, it is now ready to transmit to the audience. From here the message is diffused to the audience through the prescribed media or combination of media by the source.

2.1.1.4) Decoding

It is the understanding of the delivered message. It is the process to translate the message into an idea (Bovee & Thill 1992, p.527). It is also the crucial stage that how receiver perceives the delivered message. If it was designed rightly according to the knowledge and understanding level of the receiver then the feed back can be positive.

2.1.1.5) Receiver

It is the person or the company who receives the message (Fill 2005, p.37). There are many factors which come across the understanding of the message. These noises can be the modes of the receivers or something else which can affect the positive feedback.

2.1.1.6) Feedback

It is the receiver's communication back to the sender in response to the sent message (Bovee & Thill 1992, p.528). There should be some proper system to control the responses of receivers. The companies do have their methods to control the responses which they see in reflection to desired outcomes.

2.1.1.7) Noise

Kotler & Keller (2006, p.539) argues that random and competitor's messages can interfere the planned intended communication. There can be other competitive companies which have the same target audience and they are spreading their messages as well.

The message part of this marketing communication process is taken for the further proceeding of literature review. It is evident from Berkowitz (cited in Brassington & Pettitt 2005, p.305) that advertising messages contain product information which can sometimes be alternate to the company information to build overall image. Due to the product importance in advertising messages product part is being included which can be elaborated as follows.

2.2) Importance of Product in Marketing Communication

Product entails the central position in the communication messages of the advertiser. Marketing communication has no meaning without the elaboration of the different features of the product. Advertiser highlights different aspects of product whether it is the performance or the appearance depending upon the objective of the communication. Furthermore, they adopt different tactics to use the product in different ways like they can advertise a new product behind some existing brand etc. Some advertising are also seen just to promote the name of the company in which they may not use the different aspects of product but most of the advertisings contain product. Now, I am going to elaborate some of the aspects of product which the marketer might consider in designing the marketing communication. Those aspects can later be seen in the advertising when diffused to the media.

2.2.1) Product

Brassington and Pettitt (2005, p.173) describes product as:

> *A product is a physical good, service, idea, person or place that is capable of offering tangible and intangible attributes that individuals or organizations regard as so necessary, worthwhile or satisfying that they*

> *are prepared to exchange money, patronage or some other unit of value in order to acquire it.*

It is a very comprehensive definition which involves many things in it at the same time but we can say that it can be a form of complete definition. The guys talk about tangibility and intangibility as offering which can easily be seen in the marketing communication. Lilien, Kotler and Moorthy (1992, p.218) defines product as 'a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need'. Let's have a look on some further extended and attached concept of product features.

2.2.1.1) Product Features

There are many features of product which can be taken into account but I will discuss only the relevant aspects of product features. I am going to cover packaging, quality, appearance, Taste, Design and style and reliability. Two authors have the consensus on the packaging who explained it as the unique way of promotional opportunity, as Jewell (2000, p.238) explains as packaging provides a unique opportunity in the promotional activities and constantly reminds the customers to buy the product while Brassington and Pettitt (2005, 174) argues that the information contained in the offering about product identity, use and packaging serve the promotional purpose. The second author adds two more things in addition to packaging which can serve the purpose well. Now, we can talk about the product features one by one.

2.2.1.1.1) Packaging

Jewell (2000, p.238) explains that the packaging helps the consumers to choose the product on the basis of colors, logo and style which were used in advertising. Packaging is also one of the important tools which help the consumers to remember and distinguish the product from others. Brassington and Pettitt (2005, 189) argues that the packing can be the biggest medium of communication on the basis of extensive reach, its presence and high level of involvement.

2.2.1.1.2) Quality

Quality becomes the symbol of the uniqueness of the product. Quality conveys good value to the consumers which is usually justified with the high price as Fill (2005, p.379) defines that the high price is conceived as the high quality product; on the contrary low price denominates the low quality. It is in fact the choice and the buying power of the consumers which help them to identify their need.

2.2.1.1.3) Appearance and Style

Appearance is the whole presentation of the product which conveys meaning to the consumers. Style is one of the important elements of appearance of the product. Style shapes the appearance and outlook of the product. If the style of the product is awkward or is not appreciated by the consumers then the choice may be of some other brand which looks very nice in shape. Brassington and Pettitt (2005, 186) argues that the visual impacts of the product my appeal and can influence the perception of consumers for its quality. Kotler (2006, p.377) also explains in the same that the style plays the aesthetic role to give the customer feel and look of the product.

2.2.1.1.4) Taste

It is the after purchase activity which make the consumers mind for the further purchase. It strongly relates to the post purchase behavior of the consumers. If the packaging, appearance and style couldn't justify the taste of the product then it can be a severe issue with the product which can lead to the consumer's dissatisfaction as Kotler (2006, p.25) defines that if the consumers perceived performance doesn't match with the expectations then the consumer will be dissatisfied and vice versa.

2.2.1.1.5) Reliability

Reliability is the other way to explain the credibility of the consumers on the concerned product. Reliability can be explained as the premium amount which the consumers pay for the products with the expectation and the probability that product will not malfunction within a specified time period (Kotler 2006, p.377). We can also define as the trustworthy products on which the consumers trust and buy happily and quickly. Brassington and Pettitt (2005, 186) extend the concept of reliability of the products with the after sale service support. They think that the reliability is covered with the consumer's security in order to provide them after sale service.

Cultural contents can be seen easily in almost every advertising message in the form of language, norm, value, dress, prevailing music, religion and sport. According to the suitability of advertising messages of beverage companies and their way of advertising language, dress, religion, sport and music are included for this work.

2.3) Culture and its Relevance with Marketing Communication

Terpstra and David (cited in Morrison 2002, p.118) described culture as 'a learned, shared, compelling, interrelated set of symbols whose meanings provide a set of orientations for members of a society'. Cateora and Ghauri (2000, p.109) explains that 'the totality of the knowledge and practices, both intellectual and material of the society embraces everything from food to dress, from household techniques to industrial techniques, from form of politeness to mass media, from work rhythms to the meaning of familiar rules'. The above definitions can be concluded to Brassington and Pettitt's (2005, p.84) views that the culture is the total way of life which is very essential for the marketer to consider to make the product successful.

2.3.1) Lifestyle

Jewell (2000, p.104) explains that lifestyle is the pattern of spending and the visible manifestation of the local environment. It is the way people present themselves in terms of their talking behavior and the pattern of food and dresses etc. A look can express and explain many things about the lifestyle of the person. It is the pattern of a person's living in the environment which is shown in his thinking, activities, interests and the opinion about the things (Kotler 2006, p.183). If we lifestyle in a broader sense it the person and the person from the inside and outside. It is explained from many angles and I am taking the lifestyle in terms of language, dress, music and religion.

2.3.1.1) Language

Language can be described as the mirror of the culture which contains the spoken words and non spoken communication as the gestures, body language and the eye contact

(Czinkota and Ronkainen 1998, p.67). Language is the channel which permits the members of the society to enter in the conversation and exchange some meanings (Fill 2005, p.819). Language is the cross functional element which help to understand others ideas and opinions and repond to them in the same medium. Cateora and Ghauri (2000. p.114) explains that the language should not be underestimating rather the idiomatic meanings of the words should be understood. Morrison (2002, p.124) defined the language in terms of high and low context cultures where people use the direct and clear langue in low context and in some other society people use the expressions or most of the information spread as unsaid.

2.3.1.2) Dress

People have the combination of different dresses in their collection. They wear the traditional dresses and if these are different from western dresses. They may also wear the western dresses if they are inspired from the western world. Martin & Nakayama (2004, p.246) explains that certain kinds of cloths in a specific culture creates some meanings from cultural artifacts. It happens in most of the societies that the people wear western dresses in the work places, parties and in the ordinary life. For example, people of Pakistan wear trousers and shirts in the work places and in the ordinary life particularly in cities. This dress is not their traditional dress but is borrowed from the western part of the world. Dress is in fact the appearance and outlook which sells the personality and the people can be seen in the same meaning in which they present themselves.

2.3.1.3) Music

Music has different facets according to the likeness of the people and the companies have to design their advertising according to the choice of the local culture. The type of music can depend from region to region as the Czinkota and Ronkainen (1998, p.79) explains that the music in broadcast advertisements is used to adjust the local regional preference. Some societies strongly believe on their particular type of music like classic, rock, pop and jazz etc. Cateora and Ghauri (2000, p.114) argues that the product must interpret the aesthetics of the local values as music and drama etc otherwise the whole program can involve the problems. The association of music can be seen that people sing the lyrics and melodies in their usual life and it helps consumers to remember the significance of the brand when go for purchasing.

2.3.1.4) Religion

Cateora and Ghauri (2000, p.111) explains that ‘religion impacts people’s habits, their outlook on life, the products they buy, the way they buy them, even the newspaper they read. These findings are very right as if a person is Muslim he will put the care to the haraam (food contains prohibited elements) food items and will remain conscious to them. Czinkota and Ronkainen 1998, p.70) defines that religion defines ideal for life which reflect the values and attitudes which shape their behavior and practices. Morrison (2002, p.130) explains ‘Islam unites its followers through shared faith, shared ritual in everyday life and belief in the words of the Kuran, the sacred book’. Garfield and Watson (1998, p.313) depicts religion as the confident expressions of the people on different things and the trustworthy on things.

2.3.1.5) Sports

Sports compel and gather the society on one platform where people get to gather and share their views and present their feelings and spend their leisure time. Mandell (1984, p.265) argues sport as the World's proved useful product which can vary from country to country which become the part of the culture. The nature of the favorite sport of a particular country explains the pattern of likes and dislikes which the companies consider while putting marketing communication. The favorite sport of the country is the part and the parcel of the local culture in which people involve and indulge and put their interest to it. The favorite sport of the chosen country for this work has direct concern in this element.

Every message contains an appeal to the consumers either emotional or rational which work accordingly. Emotional appeal of advertising message presents in a different way from rational appeal. We can see in coming part that how our brain tackle rational and emotional messages.

2.4) Psychological Consideration for Communication Message

Vaughn (cited in Fill 2005, p.521) presented a theory containing customer involvement and brain specialization. The function of the brain is explained in this theory as the left hemisphere of the brain handles rational issues whereas the right hemisphere deals the emotional issues. They process information with the combination of both sides. Sometimes they react with the emotional appeals and they also react to the rational appeals. This one side decision can be controlled by the advertiser in order to put suitable information (rational or emotional) which can convince customers. It can work negatively as well if the message couldn't convince the customers. The acceptability of any of the two types of messages can influence the other part of the brain quickly if it works accordingly.

Fill (2005, p.536) argues that two elements should be considered in the message from the receivers point of view. First is the amount and quality of the message and the other is the overall judgment which the receivers make, the way the message is communicated. Fill further argues that the message should be balanced with the rational and emotional appeals according to the fit and suitability. Suitability can be seen as the nature of the product mainly. If the consumers put high involvement in making decisions then the message should contain information contents as attributes and benefits. If the decisions involve low involvement then the pictorial messages can be suitable as an example which is an emotional form. In the same way, in some situations both rational and emotional messages can work effectively.

The coming part connects with the same rational and emotional appeals. It will explain rational messages in term of information oriented messages and emotional messages which will connect it with this psychological part.

2.4.1) Advertising Message Presentation

The message can be presented to the audience in many ways. It can be loaded directly with the product information or it can contain the emotional messages that hit the emotions of the receivers. Whatever will be the way to deliver the message to the audience; it must be compelling and appealing (Fill 2005, p.540). The appeal is the technique which helps the consumers to memorize the brands and see the products and

company differently from others. We will see the different themes of advertising messages in the following steps.
There are different forms of emotional messages i.e. funny, animated, sexual and musical and rational messages i.e. fact based, piece of life etc. These messages put a psychological through in our brains and put us in a situation to take the message in the same context which is the effort of the marketer. We can see below these two forms of advertising messages which the marketer sent to the target consumers.

2.4.1.1) Information Oriented Advertising Messages

These are the advertising messages which contain the product information in different forms, the objective of which is to educate the receivers. Some occasions and products can better served by information oriented messages than emotional messages, the same purpose is furnished by these tools.

2.4.1.1.1) Fact Based

The objective of this type of advertising is to provide the information of the product. The consumers are highly involved to process the information. The consumers are motivated to take and process the information. The advertisement should be logical and reasonable in order to appeal the desired need of the consumers (Fill 2005, p.540).

2.4.1.1.2) Peace of Life

A life scenario is created in the advertising in which the discussion between individuals concluded to reasonable outcome. These concluded words end up to the very lovely, sweet and convincing statements. For example, two people talk about a problem and one out of them explained his good experience of the solution and advised him to get the solution which he already took (Fill 2005, p.540).

2.4.1.1.3) Demonstrated Proof

In this type of advertising a problem is shown and then the concerned brand is presented as a solution and after having the solution, the problem gets off quickly. There are many examples which can be highlighted i.e. panadol for pain, washing powder for cleaning etc (Fill 2005, p.540).

2.4.1.1.4) Competitive Advertising

The product is presented in comparison with one or more competitor's products and highlights one or more features. It is a good way to position the product in highlighting the brand as superior brand in contrast with the competitor's brands. This type of advertising plays a good role in to take the competitive position in the market. This technique is good for the new entrants to show itself in the same queue as its competitors (Fill 2005, p.540).

2.4.1.2) Emotional Advertising Messages

There are a variety of products in the market in every area. Every company is spreading its messages to the audience; the consumers have more choices and alternatives. Now the challenge is for the companies to advertise their products differently. These series of advertising appeal the emotions of the receivers and create differentiation among competitors.

2.4.1.2.1) Threat/Fear

The fear of the outcomes of a particular behavior's shown in the advertising which leads to the remedy of that fear. This type of adverts touches the senses and consciousness of the consumers and hit them to react to the threat. Schiffman and Kanuk (cited in Fill 2005, p.542) depicts that moderate inserts of fear in the adverts can be persuasive. On the other hand the use of too much fear in the advertising may prevent the desired action (Ray and Wilkie cited in Fill 2005, 542). This type of advertising also used for the non-profit making promotions the function of which is to alert the public from the threat such as health awareness promotion like AIDS (Brassington and Pettitt 2005, p.311).

2.4.1.2.2) Funny Advertising

Advertising is spread in creating humor in it which makes the advertising interesting and crispy. There are many advantages associated with the usage of humoristic advertising. It creates interest and put the viewer in a good mood. Positive mood draw the attention and help the viewer to process the conveyed information with a bit elaboration (Betra and Stayman cited in Fill 2005, p.542)

2.4.1.2.3) Animated advertising

Animated advertising is used for the children as a target audience as in the commercials of bubble gum. It also used in the advertising as an adult target audience. It makes the advertising interesting and attractive for the bored and the low involvement products. This type of advertising is also suitable when the product is too complex and it is easiest way to convey that product (Fill 2005, p.543).

2.4.1.2.4) Sexual Advertising

Sexual activity in promoting the promoting the product or service attracts the attention of the audience. It is true that it crates the interest for the viewer but it can make the advertising insensible and illogical. If the product is totally irrelevant, the message can be interesting but that is difficult to justify the results. This type of advertising can be helpful in developing the perfume, jewellery and dresses advertising but it can be controversial for some other products (Fill 2005, p.543).

2.4.1.2.5) Musical Advertising

Tunes, melodies and music which use in the advertising can create an association with the product and the consumer may remember the product due to the match of melody with his attitude (Fill 2005, p.543). Music is more or functional which can create the differentiation of the product from the competitors' products. Music can create the coherence and symmetry in the advertising and can appeal the consumers to have the association with the product.

The above provided contents are being contributed and gathered to the promotional mix tool which is advertising. Advertising contains all necessary elements which discussed above to make a complete message for the receiver. In order to see the elaboration of promotional mix tool, I add it up to the following explanation.

2.5) Promotional Mix Tools

Jewell (2000, p.242-243) explains that the choice of the combination of tools can vary depending upon the nature of product, nature of market, product lifecycle stage and the

resources. Czinkota & Ronkainen (1998, p.368) describes that promotional tools lead to the push or pull strategy in the context of marketing communication. If we talk about pull strategy, it will be specifically involved to the personal selling where the distribution circle is small and push strategy can cover the mass media such as the use of advertising. Advertising is better to use for the consumer products and where the target market is spread in a larger scale (Czinkota & Ronkainen 1998, p.368). Advertising can be used to cover the large mass audience which is called above the line and is more direct communication (Fill 2005, p. 20). The marketer makes the mixture of this tool with other forms of tools in order to match the coverage and to cover the low fragmented audience which is called below the line communication. According to the direct relevance of my study I am intended to cover the one promotional mix tool i.e. advertising.

2.5.1) Advertising

Advertising can be explained in different ways depending upon the different point of views of different writers. 'Any form of non personal presentation of ideas, goods, or services by an identified sponsor, with predominant use made of the media of mass communication' (Czinkota & Ronkainen 1998, p.368). Fill (2005, p.21) explains advertising as 'a non personal form of mass communication that offers a high degree of control for those responsible for the design and delivery of advertising messages'. 'Advertising is a non personal and directed to large numbers of people; involves media paid for by the advertiser' (Jewell 2000, p.244).

From the study of the above provided definitions it is clear for our understanding that advertising is the non personal, paid form of communication which is sponsored by the advertiser and cover mass communication. Fill seems a bit different in his thought as he specifically emphasizing on the factor of control. It is not essential all the time that the advertising will contain only the product information, it can also be a try to build the image of the company (Berkowitz et al. cited in Branssington and Pettitt 2005, p.305). It involves the high cost to adopt but it can be spread to a large target audience and the cost can be divided into every communicated individual which will be then lowest (Fill 2005, p.21).

The loaded advertising message with product information, cultural contents and prepared nature of the message then run to the proper vehicle to travel it to the targeted audience. This vehicle is included in three categories of media as TV, newspaper and outdoor.

2.6) Media

Media has an important role to carry the developed message to the audience and is one of important factors behind the success of advertising (Jewell 2000, p.245). Cateora and Ghauri (2000, p.379) argue that the type of media essentially remain the same throughout all of the nations but there can be specific considerations for that media from nation to nation. Morrison (2002, p.148) explains that the advertising on broadcast media, books and magazines now present a larger amount of cultural products than ever before. Morrison's thinking claims that it contains a bundle of cultural presentations along which product is inherited and its looking quite similar with the Cateora & Ghauri's statement.

2.6.1) Tools of Media

There are many types of media tools which can be defined in a greater detail like Newspaper, Magazine, direct mail, television, radio, cinema, outdoor, internet etc. But due to the privilege of the length and relevance of my study I will explain only the relevant factors. I am going to approach television, outdoor and newspaper in this thesis work which will be explained in a bit detail.

2.6.1.1) Television

It is argued that the television becomes the major used communication medium across many countries, may be due to the entertainment value (Cateora and Ghauri 2000, p.383) while Kotler & Keller (2006, p.576) claims that the researchers noticed the reduced effectiveness of television due to the cluster of advertisings on the media in recent years. It is true that we see the commercial not more than approximately two three times. If the frequency is very high, we quickly change the TV channel for a moment while advertising plays. Morrison (2002, p.148) highlights the importance of culture on TV by saying that the 'large media companies increasingly tailor entertainment output for local tastes and in local languages'. The cost of TV media depends on many factors like time of the day, audience profile, size, geographic area and length of time and number of slots (Brassington and Pettitt 2005, p.314).

2.6.1.2) Newspaper

The problem of competition also reaches in the newspaper field where there are many newspapers available to consumers which depend on their interest and choice (Cateora and Ghauri 2000, p.382). Newspaper can also be seen as a good media for advertising where it is the daily need of the consumers. Some people are addicted with the newspapers and even they have their particular brand in newspaper. This movement of the readers towards the particular brands or popular press or quality press is evidenced by Fill (2005, p.558). The usage of newspaper usually takes place in the morning when people like to hear new things in the society; it is in fact the initiator of the day. There are some advantages like high coverage, low cost and some disadvantages like low readership by teenagers.

2.6.1.3) Outdoor

The popular types of outdoor advertising are billboards, transit advertising and street furniture which are seen everywhere in our surrounded environment (Kotler 2006, p.577). Outdoor advertising also have many issues in it like the location and size of the billboard etc. Billboards are seen almost in every country with any infrastructure but Cateora and Ghauri (2000, p.384) argues that these are more effective in the countries where the illiteracy rate is high. I would like to explain the three mentioned types of outdoor advertising separately. Brassington and Pettitt (2005, p.314) explains that these messages should be simple and appealing to the mobile audience and usually these advertisings corresponds to the other campaigns the purpose of which is to create the awareness to remind or to persuade the customers.

2.6.1.3.1) Billboards

We see in today's environment many types of billboards digital with graphics with back lighting and with the sounds and movements (Kotler & Keller 2006, p.577). The billboards with the picture with back ground theme and words become old but is still common in many societies. As the technology evolves, there are many new variety of billboards are available to be seen. There are also vertical and horizontal billboards which put an impact on the viewer.

2.6.1.3.2) Transit

These are the mobile means of advertising in which the posters are attached on the sides of the busses and Lorries etc (Fill 2005, p.566). Fill explains this advertising is engages with the all means of transportation and the buildings and the terminals associated with the transportation means. According to Fill, these transportation means can include busses, trains, taxis, aero planes, balloons, and ferries.

2.6.1.3.3) Street Furniture

The advertising on bus shelters, kiosks and public areas is becoming one of the growing choices of the advertisers (Kotler & Keller 2006, p.577). People move around the city during the day and they watch, see and process different experienced information. Street furniture is all the way important and effective form of advertising. The eraction of these types of posters help advertiser to evaluate the size, type, flow of the audience, travel pattern and how people read posters (Fill 2005, p.564)

All of the above sequential stages now concluded to the following provided conceptual framework which is designed in the same sequence provided above. This framework is not just the conceptual combination of above provided theories but also a platform for the empirical collection and analysis which is strictly being reflecting the problem.

2.7) Conceptual Framework

The below framework is the conclusion of above theories and provides the logical sense to the readers. This framework starts from the message part of marketing communication process which connects it back to Fig. 2.1 in which message is given at the middle place of the figure. It is evident from the above provided theories that the message contains the product information, cultural consideration and the rational and emotional nature of message which can be gathered as the ingredients of the message. All of the three elements mentioned above and shown below are combined to the message content which transform into communication message. The prepared message is sent through some proper promotional mix tool like advertising or sales promotion. The vehicle can be chosen to run the promotional tool which is called as the media. Media is divided into TV, newspaper, billboards, transit and street furniture. The whole figure shows the making and transmission of communication messages to the audience. There can be some interruption on the message preparation, communication tool and media tool as the competitor's communication plan etc. I am going to focus upon the whole part of the below presented model which will be covered in the connecting parts shown below.

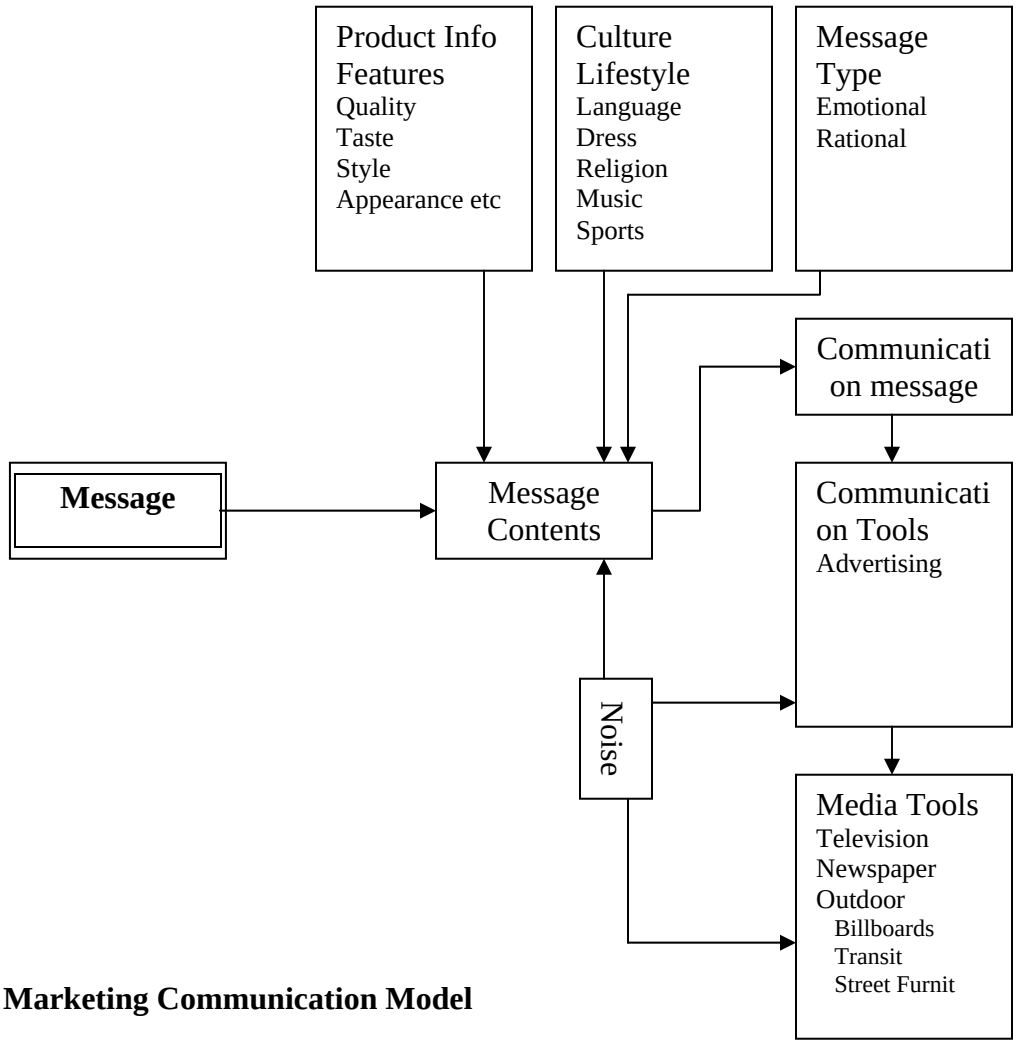


Fig 2.2 - Marketing Communication Model

Chapter 3 - Methodology

3.1) Methodology

Companies perform different efforts in order to take the companies to the higher level in terms of their sale, profit, and efficiency etc. In other words, the objectives of the company are achieved with the aggregate efforts of different departments of the company. They co-ordinate their activities in order to support each other to achieve their desired goals. The contribution of the marketing department of the company contains the significant position among the different departments. Marketing department has direct concern with the sale and the profit. Marketing communication is travelled through the marketing department to the customers and their feedbacks also come directly to marketing. Marketing communication of Pepsi cola and Coca-cola is going to cover in order to concentrate on the message part of the marketing communication process.

It is intended to cover the contributing factors to advertising messages like product, culture, nature of message, promotional tool and media tools. There are three forms of media which are planned to cover i.e. electronic, print and outdoor media. It is argued in the above literature review that it is not always necessary that companies must use product in advertising. They sometimes advertise company information as well. Product is mainly contained product features. Culture also considers as a part of the message which contains lifestyle in this work and appeal of the message.

3.2) Research Design

The research is designed on the basis of multiple case studies which can also be considered under the category of comparative study (Eckstein & George cited in Yin 1994). I am going to take the cases of two multinational beverage companies Pepsi and Coke which will be compared in terms of their marketing communication. Ghauri, Gronhaug & Kristianslund (1995) explains it in the same way that, the same question is applied to the different cases and compares them to draw the conclusions which called comparative study according to them as well. This comparative research will be done with the combination of both qualitative data and quantitative facts which can be found in different parts of the work according to the suitability. The quantitative facts about the media of Pakistan and the contribution of Pepsi and Coke in media can prominently be seen in the media part. The qualitative data will also be sought to give support to this multiple case study design.

3.3) Research Approach

The realist approach is adapted to conduct the research which explains as ‘research can accurate mirror reality itself’ (Fisher 2004, p.35). It will also reflect some aspects of exploratory research as both are closely related. This type of research describes the reality just with the exploration. We can also say this type of research as descriptive research. I am going to highlight the marketing communication of both Pepsi and Coke which will reflect the realist part of the work. The comparison will provide some exploratory aspects in terms of their similarities and differences. This realist research will be supported with the observational data which will be collected by observing the marketing communication messages.

There are two main physical approachable ways to gather the related information for this thesis work. One is the primary sources to get the information and second is the secondary methods to gather the relevant information. Both methods have their advantages and disadvantages which can also be dependent on the style to approach the sources. The methods of data collection can be explained as follows.

3.4) Methods of Data Collection

The secondary methods of data collection relate to the readily available sources in which the information was gathered for some other purposes. The data is being used to process them to the meaningful form. On the other hand, primary data is the fresh information which is being collected just for concerned work. I am intended to cover both methods in my research, primary and secondary. We can have a view in both parts of data collection one by one.

3.4.1) Secondary Methods

The secondary sources are being included as World Wide Web along with the web reports and newspapers. The secondary sources are included according to the need and suitability of the research problem. The secondary sources always remain the most convenient and least expensive ways to approach the data. But it has the disadvantage of its diversification due to the element of huge quantity. The selection of needed information sometimes becomes very critical along with the length of the data. Secondary sources can possibly meet the requirement of any research if the relevant data is available in the secondary sources.

World Wide Web is become a big word in today's world in respect of its familiarity and usability. It contains the information of almost everything in the world and people's utilization makes it possible to get a variety of information from different perspectives. The developing countries are also coming in the lines of developed countries by putting the availability of internet in the society. There is a plenty of information regarding marketing communication of Pepsi and Coke in Pakistan which can be gathered with respect to the suitability and reliability for this work. TV commercials, interviews, reports, columns and newspaper advertising are planned to cover from the World Wide Web.

The main emphasis of the media is given on three media among which newspaper is one of them. Newspapers of last few days will be searched along with the current days in order to find the related advertising done by both Pepsi and Coke. Newspaper comes at the main of the print media category which can also be used for other purposes like the interviews taken by some news representatives. We will see in this secondary tool that how much this source is important for Pepsi and Coke.

3.4.2) Primary Methods

There are two main categories of the primary data sources structured and unstructured approaches (Fisher 2004, p.133) among which my research coverage is lying on the unstructured pattern. I am intended to take the observation part in which I am going to cover the experience of three residents of Pakistan who will spend some time around the city and will explain their experience for the media which they will experience. The pictures for the outdoor media will also be taken by some of my friends which will come

under primary sources category. For having a deeper look into the designed primary sources I can explain these sources as follows.

Observation fills that gap of the research work which can not be completely covered from other sources. The intentional observation contributes more than the un-intentional observation. It gives two fold objectives for the consumer oriented companies. They increase their knowledge and mine in which companies' objective will also be fulfilled. Three of my friends are requested to travel through different cities and write down their experience for the marketing communication of Pepsi and Coke. They have been provided the information to concentrate on three elements while observation. Those three components are the same which are given in conceptual framework as the message contents i.e. Product/Co information, cultural aspects and nature of message (emotional/rational).

There can be two possible types of interviews i.e. structured and unstructured which can be used depending upon the design of the research. My research is based on the qualitative and quantitative style partly in which some interviews will be done to gather products information.

E-mail inbox will be used to gather the first hand information regarding the above mentioned experience of three residents for marketing communication. The young respondents are chosen due to the fact that both of the companies target young people and young people more capture their communication and interpret results from communication. The advantages of getting data from those observers can be their direct experience of marketing communication of both companies. It can be one of the potential sources to gather this type of data as the other sources may not provide the complete desired picture. The disadvantages can be their personal biasness if they like one company over other regardless of my direct equal instructions for both companies. The other drawback can be that everyone has different personalities and observation command for things, their observation can be a bit flexible in contrast to the average trend for observations. Their up-dated views will also be considered in personal communication along with email receipts. Personal communication is also valuable due to the fact that some issues require clarification which can be quickly covered from the personal communication.

The analysis will be done in comparative form for both of the companies in reflection of the conceptual framework.

3.5) Approach for Analysis

The contributing factors of product, culture and media will be provided as the counterparts and supporting pillars for the advertising messages. The analysis will be done for every individual part of product, culture and media but those analyses will be finally contributing to the original analysis of advertising messages because advertising messages contains all of these elements. In other words, advertising messages are the combination of these counterparts. The analysis of these counterparts will be provided more or less in the form of analytical summary of concerned empirical part which will support to the original analysis of advertising messages. The psychological consideration part in messages which contains rational and emotional nature of messages will be covered in the final analysis part of advertising messages. This part belongs to the nature of messages which consumes in the message presentation.

3.6) Role as Researcher

This research is an academic research which I have done while staying in the university. I have multi roles to be performed to carry this thesis work. The collection of relevant data is at the top of all of the roles. The data will be collected from different sources, the critical evaluation of which will be performed. I will take some interviews and will take some observations from respondents. The analysis comes at the next stage to convert the collected data into analysis. The analysis will then be transformed into concluding remarks.

3.7) Limitations

Different sources can be targeted for different research studies according to their suitability and convenience. When the questions come for the credibility then there can be some problems with the source. The researcher has to rely on other sources in order to meet the necessary consideration other the research can be lost if every source will be fully criticized. As, we all know that the most convenient and cheap and quick today is internet. Internet is good to access necessary information but we have to evaluate the information and then can use but the reliability is still challenging. Similarly, as I am using the internet and also take the primary data through questionnaire and observation. The respondents may hide some information and can be hesitant to share then the gap can remain in the responses. It is possible in the same way that every body observes the things differently as they have different approaches to different things. The coherence may be a bit aside but it can possibly approach to the main issue.

Chapter 4 - Empirical Review and Analysis

Empirical part along with the analysis will be proceeded according to the literature review and conceptual framework. This chapter is divided into six main sections, each of which will contain concerned empirical part and analysis. The first chapter will reflect upon the product, second culture, third media, fourth will elaborate actual advertisings and analysis which have been done by Pepsi and Coke; fifth section will provide the experience by three national of Pakistan and sixth will show the summary of all of the analysis done in preceding parts. The analysis done in separate sections will contribute to the original analysis of advertising messages of both companies in section four. The original analysis is defined as the analysis of advertising messages due to the fact that those are the combination of provided elements of product information, cultural aspects and those run on some media as TV, newspaper and outdoor. The synopsis will be provided in the final fifth section. The summary of these counterparts analysis and the final analysis will be provided at the end. Let's start this chapter from the first section.

Section 1

4.1) Products Orientation

Pepsi choose its style to present its products in different ways in Pakistan which seems compatible to it while Coke most of the times follows it. We will see in the following parts that how Pepsi present its products to consumers against Coke and vice versa. There are nine carbonated and non carbonated beverage brands in Pakistan presented by Pepsi and five by Coke as explained by Asif (2008, pers. Comm. 18 July). All these beverages are available in different sizes and in different packaging from 250 ml to 2.25 liter. People like the taste and quality of these carbonated beverages as evidenced by Kamal (2008, pers. Comm. July 19). Products will be studied in terms of quality, taste, sizes, packaging and appearance.

4.1.1) Pepsi Brands

Asif provides the detail of the Pepsi brands by email on 20 July 08 and explains that Pepsi is currently offering following nine brands which are available in following sizes in the market with plastic and glass packaging. Asif (2008, pers. Comm. 20 July) explains that he obtained the data by having the interview with two departmental store owners. Everything which the marketer presents in the products depicts and explains some meaning such as the color of the drink and the packaging. So, the marketer always remains conscious and sensitive to the likes and dislikes of the consumers. It is marketer's assessment, intelligence and research to target the customer's attraction with some proper appearance, quality and taste of the products. Let's have a look to see the detail of the Pepsi brands of Pakistan

Pepsi Brands of Pakistan							
Brands	**Sizes in Liters**						**Packaging Color**
Pepsi	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Transparent
7-up	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Green
Marinda	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Transparent

Mountain Dew	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Green
Pepsi max	-	1.5/pl	1/pl	0.5/pl	-	-	Black
Pepsi Diet	-	1.5/pl	1/pl	0.5/pl	-	0.3 cane	Transparent
Pepsi twist	-	1.5/pl	1/pl	0.5/pl	-	-	Transparent
Aquafina	-	1.5/pl	-	0.5/pl	-	0.3/pl	Transparent
7-up free	-	1.5/pl	1/pl	0.5/pl	0.25/gl	0.3 cane	White + Green

Note: pl stands for 'plastic' and gl stands for 'glass' in above table

Table 4.1 - Pepsi brands of Pakistan (Source: Asif sent by email 20 July 2008)

4.1.1.1) Appearance of Pepsi Brands

The appearance put the consumer to perceive something from the presented product. The consumers make an expectation about the products prior to purchase after that they become satisfied or dissatisfied. The appearance of the products are all the way important for the consumers like the used color, use of labels, logo etc. If the consumers don't like the color of the packaging, the expected purchase may be difficult. The marketers always remain alert and conscious for the packaging stuff and always consider the consumers at the first place. The following taken picture of the Pepsi brands is provided by Atif by email on 12 July 2008 which he took himself just to show the appearance of the Pepsi brands.

Pic. 4.1 - Appearance of Pepsi brands (Source: Atif sent by email 12 July 2008)

4.1.1.2) Pepsi's Familiarity in Pakistan

Brandsaward.com (2008) provides that 'soft drinks market in Pakistan enjoys dynamic growth in both volume and value terms. Carbonated drinks have become part of the culture in Pakistan and multinational companies have maintained standards over the years to provide the nation with high-quality drinks. Rural areas of Pakistan have driven sales of carbonated drinks to new heights as more than 60 percent of the population resides in rural areas and young consumers are more attracted to advertising. Pepsi is the most popular and leading brand in the Pakistani market and is consumed by children and adults alike'. It is also argued that the multinational companies maintained high quality of the soft drinks. All the people like Pepsi despite the age factor. Pepsi has the most popular brand for the Pakistani market (brandsaward.com 2008).

4.1.1.3) Outcomes of Pepsi Survey

Brandsaward.com (2008) conducted a survey in four categories availability, quality, affordability and familiarity of Pepsi. Brandsaward.com (2008) depicts that 'Pepsi is the choice soft drink of every one. It is consumed by all age groups because of its distinctive

taste. Compared with other Colas in the market, it is a bit sweeter and it contributes greatly to its liking by all. Consumer's survey results explain the same outcome and Pepsi has been declared as the most wanted soft drink of Pakistan. People have expressed that Familiarity of the brand is the most powerful contributing factor in its selection with the weight age of 35% among all the categories. The 'Availability has been declared as the second best contributing factor [with 30%] in the success of Pepsi and it simply indicates that effectiveness of its distribution network which ensures its availability in every far off corner of the country. Affordability has been rated as the third best option [20%] and indicates consumer's sensitivity to prices of daily consumption items. Quality has been considered as the lowest rated criterion [15%] and it is unusual. It indicates that counterfeit product is getting prevalent in the market. There are more than ten COLAS in the market and the popular acceptance of Pepsi is creating problems in its way of success[s]' (brandsaward.com 2008). These were the clear provided facts about Pepsi according to the survey.

4.2) Coca-Cola Brands

The following details of Coke brands are also provided by Asif by email on 20 July 08. The following table contains exactly the same information about the brands which were provided for the Pepsi above. The following table provides the details of the sizes and packaging of different brand of Coke. Some sizes of brands are available in glass packaging as well along with the plastic pent. Asif (2008, pers. Comm. 20 July) explained that he took this data by conducting the interview with two retail store owners. The below provided data is taken just for the purpose of this work. Coke also play different strategies with the different sizes of the brands against Pepsi as evidenced by Asif (2008, pers. Comm. 20 July) that Coke reduced the prices for its 250 ml and 1.5 liter bottles in response to Pepsi.

Coke Brands of Pakistan							
Brands	Sizes in Liters						Packaging Color
Coca cola	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Transparent
Sprite	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Green
Fanta	2.25/pl	1.5/pl	1/pl+gl	0.5/pl	0.25/gl	0.3 cane	Transparent
Coke Diet	-	1.5/pl	1/pl	0.5/pl	-	0.3 cane	Transparent
Kinley	-	1.5/pl	-	0.5/pl	-	-	Transparent

Note: pl stands for 'plastic' and gl stands for 'glass' in above table

Table 4.2 - Coke brands of Pakistan (Source: Asif sent by email 20 July 2008)

4.2.1) Appearance of Coca Cola Brands

The appearance of the Coca-cola brands of Pakistan can be seen in the following provided picture (Asif sent by email on 20 July 08). The picture is taken by him while visiting a big retail store. The coherence is seen almost in all of the shown brands in terms of their color and color of the bottle covers and the rappers. The Kinley brand has blue rapper with white combination and the same color can be seen in the cover, similarly it is common in all of the brands. The below picture is shown just to consider the appearance and outlook of the Coca-cola brands which are being presented in the Pakistani market. The appearance of the beverage brands matter for the customer's

choice because of the fact that people prefer their favorite color and design etc. The beverage items are the daily usable items which already created some image in the minds of consumers. It can be noticed if there is something different presented in the brands.

Pic. 4.2 - Appearance of Coca Cola Brands (Source: Asif sent by email 20 July 2008)

4.2.1.1) 'Daily Times' Interview with Coca Cola Personnel

Mr. Ahmed (2003) took an interview with three Coca-cola personnel at Pearl Continental hotel Lahore who is the representative of 'Daily Times' newspaper. The Coca-cola representatives discuss about the popular products of Coke and their global and local marketing strategies. Mr. Malik (cited in Ahmed 2003) 'said the key challenge for Coca Cola in Pakistan was taxation. "We are levied taxes on raw material while the central excise duty, general sales tax is on concentrated products," he said. He said he could not understand why Coca Cola should be more heavily taxed than other beverage companies in Pakistan'.

The second representative adds his comments with Malik as Mr. Khan (cited in Ahmed 2003) said Coca Cola has nine production plants in Pakistan. He also mentioned "the heavy taxation" and urged the government to take note of the situation and give the company a break. He said the government should see the circumstances in the long term, not the short term. He said the company had to pay three percent additional sales tax. He said most of shopkeepers were not registered and the company had to pay the tax in advance for them'.

Mr. Malik (cited in Ahmed 2003) further argues that we are not demanding the special favor and treatment from the Government but in fact we just want the relief by the Government for taxation. He further adds that 'Mr KipCak, a Turk, said he joined the company in 1991 in Turkey. "Within years, our business developed and in the last three years we have expanded to cover 23 countries'. He further adds that Pakistan is the second biggest market after Turkey in the region of 23 countries.

Mr. Khan (cited in Ahmed 2003) 'also briefed Daily Times about the background of investments and social work that Coca Cola had been doing in Pakistan. "Coke invested over US $130 million in Pakistan in 1996. Most of the investment came in 1998-99 when there were economic sanctions on Pakistan. "50,000 people are earning their livelihoods by working in Coca-cola or its supplier companies in Pakistan'.

4.3) Analytical Review of Pepsi and Coca Cola's Products and its Role in communication

Product remains the part and parcel in almost all the advertisings of Pepsi and Coke. The communication can contain no meaning without the central presentation of product or the exception of company. Brassington & Pettitt (2005, p.173) argued that product is a physical good or service which can offer tangible or intangible benefits to the consumers which are worthwhile. Product features are mainly reflected upon quality, taste, packaging, appearance and reliability. Packaging further entails sizes, color, and styles which are given in the above provided tables and pictures of Pepsi and Coke which also show the appearance of both of brands. Brassington and Pettitt (2005, p.186) argue that visual impacts of products can influence the perception of products for quality. Pepsi is regarded as the standard maintenance for high quality as evidenced by bradsaward.com (2008) but the survey conducted by brandsaward.com (2008) referred quality of Pepsi drinks in fourth category among familiarity, availability, affordability and quality. The companies can use any feature of the product in communication to inspire the consumers just as evidenced by Lilien, Kotler & Moorthy (1992, p.218) that product can be anything which can get the attention and can satisfy the wants and needs. Pepsi seems in a stronger position as it has more brands, familiarity is evidenced at highest rate of 35% and it maintains high quality as provided (brandsaward.com 2008) while Coke has less brands and it always express problems in most of the sources and complain for different things as argued from Ahmed (2003) in which its complaining for high taxation and duties.

Advertising messages contain cultural elements in different forms either in the form of language, dress or music etc. There are five cultural elements are being included in this work which can be reviewed and analyzed in the upcoming section.

Section 2

4.4) Cultural Aspects of Pakistan

Culture reveals a wide scope of explanation in itself. Culture is the thinking of the people sharing ideas in a society. Culture is the actions and reactions of people in different situations. Culture is the pattern of beliefs. It is the description of pattern of education in the society. It is the prevalent technology and associated life systems. It is the combination of symbols, norms and values. You can see here there are a variety of fields in culture which can be defined in greater detail. I will not go to the detail of those cultural factors which do not reflect my desired outcomes. I will remain stick to those cultural factors which are defined in the literature review part and concluded to the model.

4.4.1) Language

Rjahmad.com (n.d.) evidenced that Pakistan's national language is Urdu and official language is English. English has become the part and parcel of the Pakistani culture. English is only associated with the educated people. The illiterate people can not speak and understand anything about English but they have the idea for the basic words like 'fan' or 'apple'. Urdu is equally important and dominated in Pakistan which almost everybody can understand and speak. It is also important for the companies to care about

the element of language in their advertising. Due to the fact of low literacy rate, they have to be matched with the mentality and reception level of the consumers.

4.4.2) Dress

Shvoong.com (n.d.) argues that the national dress of Pakistan is Shalwar qameez which can be translated as long shirt and wide trouser. This dress was adapted from the Turko-Iranain nomadic invaders and is now worn almost in whole of the country. It further argues that the same shalwar qameez is adopted by the girls who wear in bright color combinations but western dress is also popular among young people of cities and also common in work places. Rjahmad.com evidenced that the dress in a Muslim society is likely to cover human body as nudity is forbidden in Islam. It claims that people wear simple dresses according to the requirement of the weather along with religion. It further claims that people of Pakistan are very much conscious about their dresses and due to that fact they buy dresses very often especially on the events like Eid, Wedding and Basant. Along with this shalwar qameez, people also wear different other dresses except western dresses according to their local provincial environment.

4.4.3) Religion

Islam is the state religion of Pakistan. There are many restricted activities which local or foreign companies cannot do like nudity in commercials and haraam elements in food items etc. Religion develops some boundaries for the multinational companies but it is always favorable for the companies to adapt the local culture. kwintessential.co.uk (n.d.) claims that 97% of the population of Pakistan is Muslim and remaining 3% contains other community religions. Rjahmad.com (n.d.) provides a slightly different figure, it argues that there are 96% Muslim, 1.6% Hindu, 1.6% Christian, 0.2% population contains Ahmadi and 0.3% belongs to other religions including Sikhism. Howard (n.d.) also argues that Pakistan was formed as an Islamic state in which 95% belongs to the same religion for which it was found.

4.4.4) Music

Shvoong.com (n.d.) provides that Pakistani music ranges from the traditional styles such as Qawwali to the most modern styles which are being presented with the mixture of traditional and western music. Music is seemingly becoming more popular in Pakistani culture. There are many youngsters come and join the singing profession. People like and even love the songs of upcoming young singers. The companies are taking the advantage of sponsoring those singers and use them in their advertising commercials. Music is being promoted with the influence of western pattern of music. Youngsters are strongly associating themselves with the music and some of them also fond to listen English music.

4.4.5) Sports

Saarctourism.org (n.d.) provides that most popular sport of Pakistan is cricket where people gather in front of the TV screens to watch the Pakistan cricket match against other rivals especially India. It argued that Pakistan is one of the top teams at international level. Cricket is the most dominated and religiously popular sport of Pakistan. There are other sports as well but people like and prefer to play cricket rather than any other game.

They make the cricket teams in almost every street and go to the stadium or ground on weekends. Cricket is defined as the cultural part of Pakistan and companies look beyond this scope as well for advertising. Rjahmad.com (n.d.) argued that due to the popularity and the craze of cricket, some multinational companies like to sponsor the cricket matches and Pepsi had the long term contract of sponsorship for 15 years with Pakistan cricket board.

4.5) Analytical Review of Cultural Role in Pepsi & Coca Cola's Communication

Culture is one of the vehicles in the pathway of marketing communication. Advertising now provides the cultural products run on different media (Morrison 2000, p.148). Terpstra and David (cited in Morrison 2002, p.118) explained that culture is the set of symbols, the meanings of which presented to the society in which of language, dress, religion, music and sports can be included for this work. If Pepsi and Coke will use the local language, with the local or favorite dress, by considering religious aspects, with favorite music pattern and will show up in the favorite game then it is likely that people will perceive the same meaning which is being communicated. Brassington and Pettitt (2005, p.84) explains culture as the total way of life which can include everything but By considering Pepsi and Coke, the above mentioned factors can include for analysis as due to their relevance. According to Jewell (2000, p.104) lifestyle is the visible manifestation of local environment under which I considered local language Urdu, local dress, local most liked pattern of music, religious aspects of Islam and favorite sport of cricket to be analyzed in communication. The culture of Pakistan is heavily influencing from the western world. Pepsi seems in a stronger position as it mixes up the combination of both local and western culture in their advertisings. Coca cola on the other side, is considering the local elements more than the western products in their advertising. In this way, Pepsi more narrowly understand the needs of local culture than Coke. This part will further be furnished in the analysis of advertising messages which are contained all of the contributing parts including culture.

Media will be seen in two perspectives; one will include the facts and figures of Pakistan media and contribution of Pepsi and Coke among them. The second perspective will be included along with the advertising messages. Advertising of both companies is run on different media including TV, outdoor and few on newspapers.

Section 3

4.6) Media

The media part will be covered by contributing the different perspectives of media of Pakistan and their concern with Pepsi and Coke.

4.6.1) Media Coverage of Pakistan

Pakistan has the diverse variety of media on which the money is being spent by different companies. It is the objective choice of the advertiser to choose the appropriate media but the choice can be made among the below included tools in the table 1.1 (brandsynario.com 2006). Television is provided at number one with the spending of 6.8

billion rupees out of 17.2 billion with the highest share of 39% among all of the media. Print media comes at the second number on which 6 billion rupees are being spent out of total which covers 35% share of the total media of Pakistan. Radio is at number three with below provided figures and outdoor comes at fourth number with 14% share and 2.5 billion rupees spending. Direct marketing comes at the last number with the least contribution of 3%.

Media	Rupees (billions)	% Share
TV	6.8	39%
Print	6	35%
Radio	1.5	9%
Outdoor	2.5	14%
Direct Marketing	0.45	3%
Total	17.2	100%

Table 4.3 - Total Advertising spending on the Media (Brandsynario.com 2006)

4.6.2) Media Facts by other Industry Sources

The different industries have their different point of view of the above provided figures of the total media coverage of Pakistan. According to brandsynario.com (2006), those industry sources consider the print media as the highest contributor among all with the spending of 7.35 billion rupees out of 15.7 billion rupees with 46% share. They consider television at number second with 38% share with 5.95 billion rupees. They took out door at number three with 16% share and 2 billion rupees and have their views about radio at number four.

4.6.3) Division of Television Channels

The broadcast media of Pakistan is divided among the two classes of channels i.e. Terrestrial and Satellite (Brandsynario.com 2006). The different sources provide the different figures for the coverage of both types of channels. Brandsynario.com explains that the coverage of terrestrial channels is more than the satellite channels with 57% share and with 3.9 billion rupees. While the satellite channels cover 43% with 2.9 billion rupees spending. Bransynario.com also provides the taken figures of the other industry sources. They think satellite channels coverage is more with 64% share over the terrestrial channels with 3.81 billion rupees spending out of 5.96 billion rupees. Terrestrial channels on the other hand cover 34% share with 2.15 billion rupees. Terrestrial channels include PTV, ATV and PTV World while the satellite channels contains Geo Entertainment, ARY Digital, Hum TV, KTN, Aaj TV, The Musik, Geo News, Indus Vision, ARY One World, Indus Music, CNBC Pakistan, TV One, Apna Channel, Indus Plus and others.

4.6.4) TV Channels with Company, Product and Brand Categories

Brandsynario.com (2006) divides all of the TV channels of Pakistan in four main categories of entertainment, music, business and news channels. They also provide the flow of share of companies in TV advertising in terms of the advertising by companies on

TV as a whole, in product category and in brand category among above categories of TV channels. The provided figures will help me to highlight the Pepsi cola and Coca-cola as an advertiser among the broadcast media. The figures are given for the top ten companies among which Pepsi and Coke falls in the following positions on those channel categories as shown in below Table 4.4.

	TV Channel Categories				
	Total TV	**Entertainment**	**Music**	**News**	**Business**
Pepsi Cola	3) 4.29%	4) 3.21%	1) 12.81%	-	-
Coca Cola	-	-	6) 3.61%	-	-
Others	10) 60.64%	10) 62.08	10) 45.33	10) 42.19%	10) 66.69
Total	100%	100%	100%	100%	100%

Table 4.4 - Pepsi and Coke among Top 10 Companies Advertise on Four Channel Categories

The above table shows that Pepsi cola is the third company which advertises most on the TV channels with 4.29% coverage of total. While the Coca-cola doesn't seem in any of the prominent place among the top ten companies which advertise on TV. Coca-cola may fall in some extent in the category of others with some percentage of total 60.63%. Furthermore, Pepsi seems at number four on the entertainment channels and numbers one with 12.81% on music channels. Coca-cola is out of vision on entertainment channels and at number six with 3.61% share against 12.81% of Pepsi advertising.
Brandsynario.com (2007) also provides the advertising details of the overall company, product category and brand category among those categories of channels. This categorization also present the data of top ten advertised companies on TV channels in Pakistan. The company category provides the frequency, share and coverage of the Pepsi and Coca-cola on those channels. Product category contains the similar nature of products in one category. There can be many brands and products in one product category like there can be many carbonated soft drink beverage brands in the carbonated soft drink category. Brand category shows the advertised brands by the companies on these channel categories. There can be one or many brands which are being advertised on those channels. Pepsi has more brands than Coca-cola in Pakistan and in the same way Pepsi is advertising more than Coca-cola on television advertising. The frequency of both of company's advertising on TV may wary depending upon many factors like budget, set goals, and coverage comprehension. Let's see in the following Table 1.3 that where the both companies lies among these categories.

	TV Channel Categories					
	Categories	**Total TV**	**Entertainment**	**Music**	**News**	**Business**
Company	Pepsi Cola	3) 4.29%	4) 3.21%	1) 12.81%	-	-
	Coca Cola	-	-	6) 3.61%	-	-
Product Category	Carbonated Drink	2) 5.42%	5) 4.25%	2) 15.25%	-	-
Brand Category	Pepsi Coal	7) 1.44%	6) 1.00%	1) 4.17%	-	-
	7-up	9) 1.02%	-	5) 3.61%	-	-

	Mountain Dew	-	-	8) 2.81%	-	-
	Coca Cola	-	8) 0.90%	-	-	-

Table 4.5 - Pepsi and Coke among Top 10 Companies, Products and Brand Categories on Four Channel Categories

The above table provides that Pepsi falls at number three of the top ten advertised companies on total TV, number four on entertainment, and number one on music channels with 12.81% share. Coca-cola seems to be advertised at number six only on music channel with 3.61% share of the total media. Carbonated soft drink in product is being advertised with 5.42% on total TV, 4.25% on entertainment and on music channels with 15.25% coverage with number two position in product category. Pepsi cola is being advertised on entertainment and music with the total coverage of 1.44% with seventh position while Coca-cola is being advertised on only entertainment channels with 0.90% on eighth number. Coca-cola is found with only one brand in among all of the channel categories of Pakistan television. The other brand of Pepsi cola 7-up is being advertised on the fifth number of music channel with the total coverage of 1.02% on total TV. Mountain Dew is another brand of Pepsi cola which is also being advertised on the same music channels on eighth number with 2.81% share. It may happen that the Coca-cola advertising on all channels in all of the company, product and brand categories may fall in the 'other' categories with some minor percentage of coverage.

4.6.5) Print Media of Pakistan

Print media of Pakistan is majorly divided into two categories i.e. newspaper and magazine. According to brandsynario.com (2007), newspaper covers the major part of the whole print media with the spending of 5.28 billion rupees out of 6 billion rupees with 98% out of the total share. While the magazine covers only a minor part of the total print media with only 2%. Some companies highly dependent on the television and don't use other media much and the case is the same on the other side that the print media is most suitable for some advertisers and they don't use TV much totally avoid. The reason to choose the print media rather than TV may be associate cost with both media.

4.6.6) Print Media Facts of Pakistan

Brandsynario.com (2007) provides the clear picture of the top ten companies which advertise on the print media of Pakistan. They divide the print media in three categories i.e. newspaper, magazine, and both newspaper and magazine. These media categories are similarly divided in three categories of company advertising as a whole, product categories which are being advertising and the brands of the companies which are being advertising on the print media. The companies which have very low or minor share to the print media are categorized in the 10^{th} category of others among the top ten companies. It can not be said anything that with which percentage of share a particular company, product category or brand category is being advertising except the first nine classes. But it can be said vey easily that the companies, products or brands other than first must contain the below percentage of share from the ninth company. If we see the company advertising, the ninth categories contain the figures as 0.51% for newspaper, 1.74% for magazine and 0.51% for both newspaper and magazine. The ninth product categories

contain as 1.15% for newspaper, 2.58% for magazine and 0.88% for both. In the same way, brand category has 0.66% for newspaper, 1.05% for magazine and 0.65% for both for the top 9th brand. Let's have a look on the below table which will clear our understanding for the position of Pepsi and Coke in print media of Pakistan.

	Print Media Categories			
	Categories	**Newspaper**	**Magazine**	**Both**
Company	Pepsi Cola	-	-	-
	Coca Cola	-	-	-
	Others	**87.86%**	**74.17%**	**87.86%**
Product Category	Carbonated Drink	-	-	-
	Others	**31.20%**	**55.32%**	**53.31%**
Brand Category	Pepsi Coal	-	-	-
	7-up	-	-	-
	Mountain Dew	-	-	-
	Coca Cola	-	-	-
	Others	**85.17%**	**84.00%**	**85.27%**
	Total	**100% each cat**	**100% each cat**	**100%each cat**

Table 4.6 - Pepsi and Coca Cola among Top ten Companies, product and brand categories on Print Media

The above table shows that neither of the companies Pepsi and Coke put any share to the print media among top nine companies. Along with the company they also don't advertise among the product and brand categories among the first nine categories. It can happen that they advertise with below percentage from the ninth category which will fall under others category. The source doest provide the break-up of others due to the fact that there can be many companies which advertise with least frequency. It is clearly shown in the above table that Pepsi and Coke either choose much the print media for advertising. They put much resources and intension on the TV advertising in order to cover the mass target audience of Pakistan.

4.6.7) Outdoor Media

Brandsynario.com (2007) doesn't explain much about the facts of out door media. The media consumption pattern and media habit is given below for the outdoor media. I am intended to approach the outdoor media by having the experience of three nationals of Pakistan. They travelled across the city Lahore with the intentions to experience the outdoor media for Pepsi and Coke. One of them is sharing his country experience along with the second largest city Lahore. Let's take their views one by one about the outdoor media.

4.6.8) Media Consumption Pattern

Brandsyanrio.com (n.d.) provides following facts for the media consumption pattern of Pakistan. Those facts are taken in the table 1.5 which provides media consumption pattern of day and night. The media which are included in the table are TV, Newspaper and Outdoor which are our concerned categories. There is one more category included for

the people who don't use any media during the timing of 24 hours. The timings of 24 hours include morning, afternoon, evening, night and midnight. The figures are given in percentage of the total population to whom the different media exposed. The pattern of media consumption can easily be matched with the requirements by the company's advertising. The companies can see what time can better meet their needs. The below table can make it clear.

	Morning	Afternoon	Evening	Night	Midnight
TV	25%	23%	42%	57%	26%
Newspapers	38%	12%	4%	4%	1%
Outdoor	6%	11%	14%	6%	3%
None	19%	27%	17%	8%	48%

Table 4.7 - Media Consumption Pattern of Pakistan (Source: Brandsynario.com n.d.)

Most of the people with 57% population watch TV in the night time while least population watches TV in the afternoon with 23%. There is approximately same percentage of population Watch TV during morning, afternoon and midnight. Most of the people read newspaper during morning time with 38% whereas only 1% people read newspaper in the midnight in the least proportion. The newspaper readers flow decreases from morning to midnight continuously. The highest percentage is found during the evening for the outdoor viewers as 14%. There are same percentage of people who view outdoor advertising during morning and night with 6%. The least percentage of people views outdoor advertising during midnight. The maximum population of 48% doesn't see any media during the rest time of midnight. The least proportion of 8% people doesn't see any media and the proportion remains nearly the same during morning and evening. There are 27% people who don't watch any media during afternoon.

4.6.9) Media Consumption Habit

Brandsynario.com (n.d.) conducted a research for the media consumption habit of the population of Pakistan. They are defining their efforts and responses for their research as 'Internet is emerging as one of the most influential and highly consumed media in the metropolitan urbanized areas of the country. One of its defining characteristics is the easy and fast access that it provides to a huge amount of data and information. Keeping this in mind, Synergyzer in association with brandsyanrio.com conducted an online survey. The respondents were predominantly high end, educated internet users belonging to marketing and media industries, plus students of the same field. Responses were received from around 77 cities of Pakistan from a majority of male users' (Brandsynario.com n.d.).

4.7) Analytical Review of Media for Advertising

Media is the vehicle on which the advertising message travels to the target audience. Media is the last part of the sequential stages of our conceptual framework and also directed towards advertising. There are three main types of media which are covered i.e. TV, newspaper and outdoor which remain same throughout the world with specific

considerations (Cateora & Gauri 2000, p.379). Among above provided types of media TV is the major used communication medium which is being used by almost every big company particularly (Cateora & Gauri 2000, p.383). TV entails the significant position among whole media for Pepsi and Coke by having the TV figures provided in Table 4.5 (brandsynario.com 2008).

4.7.1) Utilization of Electronic and Print Media by Pepsi and Coke

Pepsi holds the number one, third and fourth position among music, overall position among all companies, and entertainment channels. It gives a significant contribution on the music channels with 12.81% share of coverage and holds the first position in that category. It has the third position on the whole TV media with overall 4.29% share of coverage, the effectiveness of which is reported in reduction by researchers (Kotler & Keller 2006, p.576). Similarly, it comes at number fourth on entertainment channels. On the other hand, Coca-cola only has the sixth position on music channels in contrast to the Pepsi's first position. Coke only cover 3.61% share of coverage of music channels. It doesn't hold any significant position among other categories of top ten advertised companies. The next Table 4.5 of media contributes the fact in three categories including company position, product position and brand position among top ten advertised brands, the advantage of which is that it provides sight, sound and motion in one demonstration (Jewell 2000, p.246). Pepsi holds the stronger and significant position in media coverage over Coke under the light of provided facts.

It is evidenced from the provided facts that newspaper covers the major portion of the print media of Pakistan with the coverage of 98% out of total which are available in big variety (Cateora &Ghauri 2000, p.382). The data is provided among the top ten advertised companies on print media in terms of Company itself, product and brand categories. Neither Pepsi nor Coke has any significant contribution in the print media in the ten companies. These are not also seen in top ten advertised product categories and brand categories according to Table 4.6. Pepsi has a stronger position in print media as well as it advertises in newspapers while Coca cola doesn't advertise in print media.

4.7.2) Importance of Media Consumption for Pepsi and Coke

Media consumption pattern and habit apply on the advertising of both Pepsi and Coke. According to Table 4.7, most people watch TV in night with contrast to the least ratio of afternoon of 23%. Most people read newspaper in the morning than the least reading of mid-night. Similarly, most people watch outdoor advertising in the evening in contrast to least viewers of 1% in midnight. There are minimum 8% people who don't see any media in the night with the maximum of 48% in midnight. This consumption pattern is adapted and considered by Pepsi and Coke while communicating in concentrated, continuous and intermittent pattern of timing (Kotler & Keller 2006, p.582). The source explained their efforts for the online survey the data of which obtained from 77 cities of Pakistan on media consumption habit. Media consumption habit is segregated among different media including TV, newspaper and outdoor etc.

If we can conclude the above analysis Pepsi advertise in high frequency with significant positions among top ten advertised companies while Coke doesn't seem prominent in either of the media with contrast to Pepsi. The high contribution of Pepsi in media justifies its familiarity at the top position in the conducted survey by brandsaward.com.

We can not check the frequency of both companies' advertising in this work rather we can analyze the messages in reflection to all of the above contributing parts.
The next section will be covered in two stages. In first stage, advertising messages on different media will be presented along with the analysis. In second stage, the experience of three nationals of Pakistan for Pepsi and Coke will be furnished. This part will reflect upon all of the above presented parts as it entails everything in it.

Section 4

4.8) Advertising

Advertising part is covered is along with three media which includes TV, newspaper and outdoor. Outdoor media further contains billboards, transit advertising and street furniture advertising.

4.8.1) Television Commercials

I found the data of many TV commercials of Pepsi and Coke. I am going to take five TV commercials for Pepsi and five for Coke. Pepsi used to advertise on the music channels most because it knows that 67% population of Pakistan is young; less than 30 years as explained by FLEXNEWS (2008). It is also true that most of the young people love music which is being presented by the local musicians like Atif, Adeel and Aaroh etc. It is also evident from the provided media facts that Pepsi advertise most on music channels. On the other hand, Coca-cola advertises not much on TV as compared to Pepsi and they are seemed to the entertainment channels only. Anyhow, the TV commercials will be explained one by one for Pepsi and Coke.

4.8.1.1) Pepsi TV Commercials

In the explanation of the TV commercials I will explain the story of the commercials with the background and characters. The further comprehension can be made by providing the pictures of the different parts of the TV commercials.

Commercial 1 – Pepsi Diet – Adnan Sami and Shoaib Akhtar

The commercial (Khanz06 2007) is for Pepsi diet but the Pepsi cola is also presented in the commercial. There are two celebrities in the commercial, one is popular musician Mr. Adnan Sami Khan and the other is cricket star Mr. Shoaib Akhtar. There is an airport and Mr. Khan is checking the terminal detail of his flight on the screen and is listening the announcement. Suddenly, he sees a small store of Pepsi and the song starts in the same time. The song explains his thinking in which he wants to have a Pepsi cola for his thirst. When he reached to the store, the storekeeper close the store by putting a board 'out for lunch', then he sees two girls are shouting and coming towards him. When he opens his arms, the girls pass away and go towards the cricket start Mr. Akhtar where there are many people around him taking auto graphs and pictures. When those two girls ask for the autograph Mr. Akhtar refused then they give him Pepsi cola. Mr. Akhtar gives them the autograph and then Mr. Khan sees the store open again where there are many Pepsi cola cans. He quickly goes to the store and trying to get one. A child come and shows him the queue for the Pepsi and asked him to go in the queue. Mr. Khan is again cutting the line and reached to the second in the line and trying to get one Pepsi. The lady

announced his name for the quick boarding. Mr. Khan leaves the queue with broken heart and reached to the plane. When he sits on his seat, air hostess brings a Pepsi diet for him and offered him. He becomes happy and the song also finished at the same time. The song is in the sound of Mr. khan's himself with the same lyrics which he sings in one song.

Commercial 2 - Pepsi Cola - Jo Chaho Kar Jao

There is a guy in the commercial (Poo 2008) who is the music CD shop where he sees a girl listening music with the head phone and she is standing near to the written words 'love music'. The music is being played that whatever happens for better then he said wrong. The guy changed his get-up and wears the cow boy hat and finds a love songs CD and presents to the girl. The song starts in the same time with the words 'It's all the game of Pepsi, I was wandering and what happens now'. The girl leaves the head phone on his hand and leaves the place with anger when he presents the CD. He then reached near to the ground where he saw a guy shot ball in cricket, he changed his get-up and wears the kit and try to catch the ball. He missed the ball and he is saying sorry to his team. Then he reached to the café or the restaurant where there is a guy who is talking to two girls. He first thinks to change his get-up but he did not and then took a Pepsi and walks towards them. He offered the bottle to the guy to open. When the other guy tries to open the bottle, it bursts. The girls were laughing on the guy as an insult and the guy who presents got the girls. The same sentence is repeated again which was said in the beginning that whatever happens for the better and this time guy said true. Then it's displayed at the end that 'Jo chaho kar jao' means whatever you want, can do.

Commercial 3 - Pepsi Cola – Adeel

There is a popular young musician Mr. Adeel in the commercial (Syed16 2007) who is travelling on the train. He slept for a moment and he reached to a place where there is an emperor sitting on his seat. Mr. Adeel appears in front of the king who was drinking red local water and said thirst… King offered him red water but he refused. Hen he come out from that place there were two old people with old style and were drinking tea. They offered him tea but he refused. Then he wake from the dream and see that the train is one the station and Pepsi small store is in front of him. He comes out from the train and when he was crossing the line the other train was coming near on the line. He quickly jumped on the station and reached to the store and took the Pepsi coal then he listens the bell for the train and saw the train is leaving. He said stop and start running and disturb the goods of many hawkers. He took a piece of cloth a person's shoulder and jump. There was a wire where he cross the cloth and start taking slide towards the train then he jumped and reached to the roof of the train and said 'dil hai to mango aur' means if you have heart ask more. When he reached inside the train, a boy come and asks him that you need the red water or the tea. He said, not even in the dream.

Commercial 4 - Pepsi Max – No Fikar, No Sugar

This TV commercial of Pepsi max (Pakistani Commercials 2008) in which a guy comes in the taxi and said the go quickly to the airport. The other guy who was sitting on the front seat through the Pepsi Max can to him and said 'No problem'. He starts drinking the Pepsi max can and he was showing it clearly. He had the picture of the plane and the

monkey was sitting on the driving seat. He showed the picture to the monkey and told him with his hand and said 'airport'. The traveler asked him, are you sure that the monkey can take us to the airport. The other guy said 'NO Fikar, No Sugar' means no worries and no sugar. The monkey took the high speed and move between the roads and is crossing the other vehicles. The written text comes after with the same words 'NO Fikar, No Sugar'. The big bottle Pepsi max also appeared along with the text.

Commercial 5 – Pepsi Twist - Lo Lemon Ka Jhatka

This TV commercial (Benetonefilms 2007) is presented for Pepsi twist in which there is a guy and the girl sitting on a sight in the beautiful valley site background. They wear the light color dresses which show that its summer. The guy put the Pepsi twist can on the glass. They start drinking the Pepsi with the straw in the same glass. They start drinking quickly and it's finished. There is only one drop left which is in between of both of the straws. The girl and the guy either trying to get that drop and the girl succeeded to have that drop. The moment she got the drop of Pepsi, guy goes away and fell and breaks the furniture. The girl raises his eye brow with the proud that she gets succeeded. The commercial present the Pepsi twist can with that 'Pepsi twist, lo lemon ka Jhatka' means take the thrill of lemon.

4.8.1.2) Coca Cola TV Commercials

I found more TV commercials of Coke than Pepsi but almost all of them are on the same brand Coca-cola. Both Pepsi and Coke have different variety of commercials in which they present themselves differently which can bee seen easily after explaining the TV commercials of Coke as well.

Commercial 1 - Coke – Ramadan

This commercial (USS Tobacco company 2007) is on the holy month of Ramadan which is the month when people fast for one month. This is the sacred and the holy month for Muslims. This commercial starts from the sight where Coca-coal is written and a child is running behind the football. It starts saying that every year such a month comes when everything looks new. At the same time, an old man looking at the book start dreaming and its starts saying that the stories of your childhood live again which decorate the world with dreams and thoughts. A child comes from the door which also shows that the man is thinking about his childhood. He is dreaming that some old people may be his parents are on the dining table and eating together Then the Moon and the Sun appears on the sky and the Moon is presenting the coke to the Sun. These words are being spoken along with that all those who live very far, this month get together. Then they celebrate the happiness with all others. At this moment, a guy appears who drinks Coke and then goes and sits on the dining table where the people end their fasting. The script is saying that takes and ends your fasting together. It's also being said that live together this Ramadan, Coke Ramadan.

Commercial 2 - Coke - Life Hay Khubsurat

This commercial (Ijaz 2008) is for regular coke glass bottle in which a girl comes between the roads and is singing a song as life is beautiful and she is passing along the bus and there is one girl and guy is fighting. She takes two Coke from her bag and give it

to them. When they took the bottles, they start swinging and there are different flowers and shapes coming from the bottles. She continues her song 'life is beautiful in which we love and care'. The guy took a flower from the flying shape which coming out from the bottle and to her girl friend. She sings that we would forget all the things which we lost and again get together. When the singing passed to them, there are three guys trying to repair something for their car. She takes the Coke from her bag and give to them as well and is singing that we have to go together with shared love. She singing that 'why the heart do bad, why thinks the life bad'. The shapes are also coming out from the bottles here. When she passed them while singing that 'life is very beautiful and live together'. There are three girls coming from the opposite side and one of them slipped from her hill shoes, singing girl is saying we have to live again after forgetting everything. We have to live with new spirit, we have live happily either we get late, laugh and celebrate life. By singing this, she gives three bottles to them with aired shapes. The girl who was slipped takes something from the feet then through in the air and kick with the other leg. When the singing girl passed them there are many people with aired shapes and she is concluding her song that oh! Sing and continue singing and listen to my song and sing to others. She says 'I am saying s for meet and live together from now'. Life is beautiful.

Commercial 3 - Khale. Peelay, Jeelay

This commercial (Khan 2007) is also on family regular coke in which there is a family waiting for the meal. There is an old lady sit on the chair seat who looks their grand mother. There are two girls and two guys sitting on the dining table with the grand mother. When the mother and another woman served the food to them, she asked who will eat the chicken pie. One guy took the chicken pie quickly and when he nearly to start. The grand mother put his intentions to the Coke. The one girl took the bottle and when she opened with a bit noise, everybody get interested to it. The guy took the bottle and moves above his head and put in the glass and gives to the girl. The girl also bow the glass above head and start drinking, the song starts at the same time. Some words of the song are in Urdu but almost all of the song is in some other language. The other girls ask her to put the cola in her glass. She also moves the glass from her head and start drinking. The other come from the side of the table and took the bottle. He also repeated the same thing; he moved the bottle from his head and put in the glass of the first guy. The first guy takes the drink in one more glass for the grand mother. All the people were drinking happily then the first guy see his father coming towards them. Everybody stopped quietly then the old guy took the bottle and does the same thing. He dances and moves the bottle above from his head then commercial get finished with the words 'eat, drink and live with Coca-coal'.

Commercial 4 - Sprite - Thund Program

This TV commercial (Orient advertising 2008) is given for regular sprite in which there is a guy watching on his watch and is waiting for the bus. When the bus reached to the stop he go inside and sit on a seat. There are two girls who are sitting behind him and are running the hand fan. The guy is also sweating for the hot weather. The guy wears the glasses which people wear for water and drink sprite. The girls were surprised that what he is doing. Then the guy go below the seat are reached to the water. He is enjoying in the water. He jumping, laying and playing in the water. When he comes out in the bus, he

was wet. The girls get surprised for the guy. The guy is shaking his hair which shows that he is wet. Then the commercial finished with the words 'thund program' means cold program. The commercial shows the severance of the hot weather of Pakistan which is true and can be evidenced from the below taken data of Pakistan's temperature from different sources.

Commercial 5 - Coke – Coca-cola enjoy

This long TV commercial (Orient advertising 2008) is also for regular glass Coke bottle in which there are different life scenarios presented. It starts when a guy in bandana is playing the drum and other people come to the fridge and take Coke bottles. There is only bottle left in the freezer which the guy let to take by the girl. The song starts from the drum which says 'enjoy the every moment of your life' and at the same time the same girl offers the bottle to that guy. There is another guy who is teaching to ride the bike to the small girl, and then they stopped and sit on the bench and drinking the Coke. It is being said in the song that life is happiness, celebrate it, live and drink Coca-cola, Coca-cola enjoy. Then it reached to the girls and guys who are flying kites on the roof and they are drinking Coke. There are different color of dresses and kites and it being said that we are full of colors, live and drink Coca cola. Then at the same time it reached to the TV lounge where all the friends are watching cricket match and they are happy and drinking Coke. Then it reached to the marriage ceremony where the girl is dancing slowly and then she drinks Coke and other people also drinking Coke. It is being said in the song that 'get together with friends and always enjoy together, Coca-cola enjoy'. Then it reached to a café where there are two in separate table from the two guys. They are seeing to each other and the guy Dinks Coke and smile and see her again with smile. Let's see how the below taken picture of one of the scenes of commercial help to understand one scenario.

4.8.2) Analytical Review of TV Commercials of Pepsi & Coca Cola

Television is flexible and impact generated media among other with the combination of sound and vision (Fill 2005, p.562). It put strong impact on viewers along with the case of TV commercials. TV commercials contain the information of products, cultural elements and appeal the senses of audience and attract high attention (Kotler & Keller 2006, p.575). The TV commercials provided below for Pepsi and Coke will contribute the same objective and will these elements. There are five TV commercials provided from the either side will be analyzed one by one company wise.

The first Pepsi commercial presents the brand of Pepsi cola and Pepsi diet. The brands are presented in the cane and plastic packaging which is shown as reliable drinks as many people are demanding. These are low involvement products and Pepsi gives the emotional musical advertising which appeals the consumers to match melody with product (Fill 2005, p.543). English and Urdu are used as the announcement for the flight and the displayed board on shop is in English and song is in Urdu. Most of the people seem in western dress as worn by both celebrities' trouser and shirt. One of the running girls wore traditional dress. **The second commercial of Pepsi** is an emotional musical ad of young people because it compels to be smart to live in young society with Pepsi. The liter packaging of Pepsi cola is shown. The characters wore western dresses including girls and guys. The favorite game cricket is also shown. Urdu is used in whole

commercial in form of song and phrase which argued by Cateora & Ghauri (2000, p.109) as totality of practices from food to dress which delivers a meaning to us. The reliability on the product is shown as the guy remains with his original dress while having Pepsi which offers premium value to audience (Kotler & Keller 2006, p.377). **The third commercial of Pepsi** is given for glass packaging bottle. It is emotional musical and threat based commercial in which the style of the young age is appealed which shows the pattern of thinking, living and behavior of young people (Kotler & Keller 2006, p.183). It is a threat based ad in which old fashioned people offered the young guy tea and local drink where he refused, which critically shows that these are not the tastes of young people. Urdu language is used with compelling shade (Czinkota & Ronkainen 1998, p.69) with semi western and old fashioned and traditional dresses. The reliability on the product is shown when he was replying to the tea selling guy. It looks a bit funny as well when shown the old fashioned people having old types of beverages. **The fourth commercial of Pepsi** is given for Pepsi max in which plastic packaging and cane packaging is shown, which is the biggest medium of communication (Brassington & Pettitt 2005, p.189). The dress of one character seems clear which is western while other's is not clear. The verbal and nonverbal language is used in the commercial as the cultural mirror (Czinkota & Ronkainen 1998, p.67). In verbal the passenger was asking him to go to the airport in Urdu while in non-verbal, he was showing the picture to the monkey for telling. It is the combination of rational and emotional advertising in which product feature is explained as it is sugar free, and now no need to worry. The instructions to monkey and driving by monkey belong to emotional side. **The fifth commercial of Pepsi** is for Pepsi twist in cane packaging with given color, logo and style (Jewell 2000, p.238). The girl worn the local dress while the guy worn the western trouser shirt with traditional touch as his shirt was a bit long. Both verbal and non-verbal languages are used as some words in Urdu and girls impression after losing the guy. The music is also used but it doesn't completely based on music. It is the combination of emotional and rational advertising which is 'compelling and appealing' (Fill 2005, p.540) as product feature is highlighted with demonstrated action and on the emotional side, it is funny and musical.

On the other Hand, **the first commercial of Coke** presents Coke glass bottle which involves low customer involvement (Vaughn cited in Fill 2005, p.521). The commercial is based on emotional and rational information. The scenario of religious occasion which is the confident expression of the Muslim society of Pakistan (Garfield & Watson 1998, p.313) is presented in which people wore both traditional and western dresses and Urdu is used in the commercial. It is the combination of animated and musical ad from the emotional perspective and piece of life of Ramadan is given from rational perspective. Coke is the low involvement product due to which emotional perspective is seen more than rational. **The second ad of Coke** is made on the low involvement product (Vaughn cited in Fill 2005, p.521). The advertising is musical emotional in which song is being singing in mainly Urdu and English. All people including girls and guys wear western dresses. The girl was distributing the glass packaging which increase the frequency to highlight the brand and serves the promotional purpose (Brassington and Pettitt 2005, p.174). **The third commercial of Coke** is given in the plastic packaging but with the same brand 'Coca-Cola' which was shown in last two commercials which serve the

promotional purpose (Brassington & Pettitt 2005, p.174). The girls wear the traditional dress while the guys wore western trouser shirt. It is musical emotional advertising in which emotional sentences are used as eat, drink and live which help to remember and match the melody while purchasing (Fill 2005, p.543). This commercial contains two languages, music is given in Urdu and the other is not clear to me. The reliability and quality and taste are appealed as it can influence the rigid people. **The fourth commercial of Coke** is the combination of rational and emotional background which is of Sprite. It contains slightly music with verbal and non-verbal language. The guy wore the western dress while the girls worn traditional long shirt and trouser. The guy expresses the feeling of cold taste which should be justified with the consumers (Kotler & Keller 2006, p.25). From verbal side, guy said in Punjabi 'Thund program' while on the non-verbal side girls asked from each other in their gestures and body language without speaking (Czinkota & Ronkainen 1998, p.67). It provides the demonstrated proof from the rational perspective while funny and musical aspects give emotional touch. **The fifth commercial of Coke** is for glass packaging brand of Coca cola. It is musical emotional advertising which creates an association with the product (Fill 2005, p.543) in which Urdu is used along with only one word of English i.e. 'enjoy'. The girls seem in traditional local dress while guys were worn western trouser shirts in all of the given scenarios of commercial except the wedding event where they were dancing. They are strongly appealing the taste and quality with emotional phrases with music.

It is revealed from the above analysis that Pepsi is advertising with the close focus of the prevalent mix of local and western cultural elements. Coca cola is mainly focusing on the traditional national cultures. In this way, Pepsi is advertising in highly acceptable and favorable way. As the people are influenced from the western society especially cities, so they like western styles with local combination which Pepsi is more closely doing. Pepsi uses TV commercials for different brands on different channels with higher frequency than Coke (brandsynario.com 2008). Coke is only concentrating on one brand Coca cola. It is hard to reveal the fact behind this issue but it reflects that Pepsi is more diverse with different brands which make it stronger over Coke. Music seems common in the commercials of both companies which expose the emotional role of ad. Some commercials are the combination of both rational and emotional ads i.e. Pepsi max and Coke Ramadan etc. which provides the twist to its functionality. All of the features of products i.e. quality, taste, appearance, reliability and packaging are reflected in different commercials. Music, dress and language elements are exposed more apparently than religion and sport from cultural side.

Newspaper advertising doesn't serve much in this work due to the fact that Coke doesn't advertise in newspaper while Pepsi advertises in few times. The comparison can not also possible for newspaper advertising due to the missing part of Coke.

4.8.3) Newspaper Advertising

Newspaper can be important for some companies but may be least important for some other companies. It depends on the nature of the product and the target market of the companies. Pepsi and Coke are mainly targeting to the young people which is evidenced from the provided communication on other media and provided fact below that most of the population of Pakistan contains the young people. It is also true that young people don't read the newspaper as evidenced by Atif (2008, pers. Comm. 12 July). This fact is

not only for the Pakistan but also for many other countries. My search for the newspaper advertising by Coke and Pepsi continued from the last many days and I found only three ads, two ads of Pepsi were found in the same newspaper Khabrain 2 May 2008 and 20 July 2008. The other is by three players of Pakistan cricket team and x-captain at front which I took from the net source given by Zainub (2007) but this ad was also given in the newspaper. It is explained by Kamal (2008, pers. comm. 20 July) that Pepsi give newspaper advertising very few times and Coke doesn't advertise in newspapers, who also contributes his efforts in search of newspaper advertising. Let's have a look on below advertising by Pepsi.

Pic. 4.3 - Newspaper Pepsi ads (Source: Pepsi 2 May & 20 July for 1st and 3rd and Zainub 2007 for 2nd)

It is evidenced form the buzzvines.com that Pepsi acquired Pizza Hut Inc. Taco Bell and Kentucky Fried Chicken (KFC) which is the leader in quick service fried chicken. Pepsi acquired KFC to make its products resident to the restaurant. Pepsi (2 May 2008, p.1) gives above advertising to promote both company's products KFC with Pepsi drink. Pepsi and KFC logos on the right bottom and left which shows combine advertising. Pepsi (20 July 2008, p.1) gives the above last picture in which they are announcing for the price off campaign. They displayed the tag that you can have it now for Rs.10.

4.8.4) Analytical Review of Newspaper Advertising

First and foremost thing for newspaper advertising is that Coke doesn't advertise on newspaper while Pepsi advertise in few times. Buzzvines.com (n.d.) argued that Pepsi acquired KFC and the first ad is the joint ad of Pepsi and KFC in which both are being promoted. Four elements of product are shown in this emotional ad including taste slogan, appearance and packaging of the offer which is relevant by Lilien, Moorthy & Kotler (1992, p.218) that product can any offer which satisfy the need and want. English is used in the communication to convey the message (Czinkota & Ronkainen 1998, p.69) due to the fact that target market of KFC is educated upper class. As I argued previously that Muslim society like Pakistan is conscious for Halal products as religious value (Morrison 2002, p.128) and the word Halal is written in the left bottom of the ad to make it reliable. Kotler & Keller (2006, p.575) argues that newspaper has high acceptance with high reliability. This statement can function effectively with highly emotional statement

presented by four cricket stars in 2nd ad that 'win the heart of 160 people of Pakistan'. People can possibly love with the celebrities and also with Pepsi as it is being advertising from the channel of Pepsi. This ad is not for a particular product but for the company in which local language is used and western dresses are worn. The third ad is for the price off offer on 250 ml glass bottle which is actually the tool of the sales promotion in which Company reduce the price on purchase (Fill 2005, p.668). This focused brand ad presents the particular brand size with the current campaign in local language. The product packaging is shown for the recognition of the brand and size (Jewell 2000, p.238). Packaging can be a good use for this ad because it is easy to convey the message that for which product and size the message is being sent. As a whole, Pepsi advertise on Print media while Coke doesn't advertise on print which makes Pepsi stronger over Coke.
Outdoor advertising is being presented to reflect upon advertising which is being run on three further media i.e. billboards, transit and street furniture. The analysis of each part will be done separately along with each part. It will reflect the pre-presented areas of product information, cultural aspects and the message appeals i.e. rational or emotional.

4.8.5) Outdoor Advertising

Outdoor advertising contains three parts in my work which includes billboards, transit and street furniture categories. Let's see in the coming part how these three are covered for marketing communication.

4.8.5.1) Billboards

There is a collection of billboards which can be included in this work but with the consideration of space I am going to cover five billboards from either sides Pepsi and Coke.

4.8.5.1.1) Pepsi Billboards

Pepsi billboards are included with their provided variety for different brands. These billboards are taken from different areas and locations and these all based on the primary fresh data.

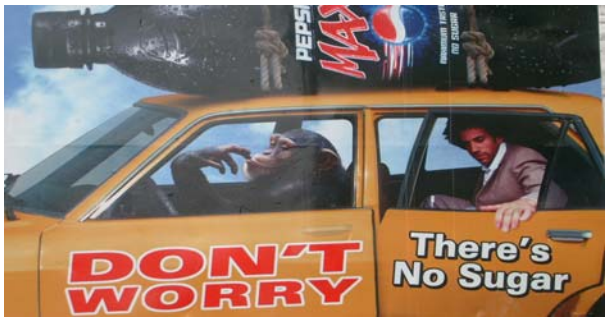
Billboard 1

The billboard was sent to me by email on 18 July 08 by Asif. He took the picture of this billboard himself which he found in an area of the city. The billboard looks very interesting and unique. It claims the spirit and strength of the mountain dew. By having mountain dew, you can have the strengths and tact's to defeat the Chinese champion Qung Fu. The language which apparently seems Chinese but in fact it is English 'Do the Dew'. It is also shows that the bottle is magic with strengthen flow.

Pic. 4.4 - Mountain dew billboard (Source: Asif sent by email on 18 July 08)

Billboard 2

This billboard is also sent to me by email by Asif on 16 July 08. It seems very interesting in which the monkey has the taxi. He has the big Pepsi max above his car. The monkey has the passenger who sitting in the taxi. The words written on the doors are directing to the shown pictures for front and back seat. The monkey is appealing no worries for the drive and has the Pepsi max. There is no sugar in the Pepsi max, so no need to worry. It shows that the Pepsi max remove the worries.



Pic. 4.5 - Pepsi max billboard (Source: Asif delivered by email on 16 July 08)

Billboard 3

This billboard was sent by Kamal on 17 July 08 by email. The size of the billboard was so big and close due to which it could not be captured properly. The bottom of the bottle is in the water and the raising bubbles in the air are coming from the 7-up free bottle. It is claimed at the upper side of the board that feels free if you have 7-up free. It is above from your worries because it free of sugar. This 7-up is offered in the lemon flavor as shown near to the wording and menthol color of stretch.

Pic. 4.6 - 7-up free billboard (Source: Kamal sent by email on 17 July 08)

Billboard 4

I took this billboard by email from Kamal on 17 July 08. The billboard is with film star 'Reema'. She looks a young college girl who also loves music as shown from her head phone. There is a beautiful blue background of Pepsi which increase the attractiveness. She is showing the Pepsi bottle with the claim that to be like me. The logo and Pepsi is written on the left border while on the write said its written 'Dil hay to mango aur' which means if you have heart ask more.

Pic. 4.7 - Pepsi cola billboard (Source: Kamal sent by email on 17 July 08)

Billboard 5

The picture of below billboard is taken and delivered to me by email by Asif on 22 July 08. This advertising is parallel to the Coke's advertising presented in the second billboard. This advertising is for price off on 1.5 liter pack. Asif (2008, pers. Comm. 22 July) explained that Pepsi run this campaign before Coke then Coke adopt the same strategy to display the discount. This advertising looks for the target market of children in which they are being convinced to buy more and offer more to other. It is written in English but that is in Urdu that is 'drinks more and offers more to others'. The children who don't have the buying power can possibly compel to their parents to buy it.

Pic. 4.8 - Pepsi Price off billboard (Source: Asif gave by email on 22 July 08)

4.8.5.1.2) Coca-cola Billboards

The following five billboards belong to Coca-Cola which will be presented one by one. Most of the advertised billboards of Coke look same.

Billboard 1

The below billboard is sent by Kamal by email on 18 July 08. He took this picture which was erected in a busy street in Lahore. Kamal (2008, pers. Comm. 18 July) explained that Coke advertise on billboards exactly in the same way everywhere which is shown below. The billboard provides the intimation and invitation to join the Coke studio on the media. The program is sponsored by the Coke. This is actually the advertising of sponsorship of sales promotion which is being supported by advertising.

Pic. 4.9 - Coca-Cola studio billboard (Source: Kamal sent on 18 July 08 by email)

Billboard 2

The following picture was taken from some other area which sent to me by email by Atif on 18 July 08. The below advertising is for the currently running promotion of price off on 1.5 liter pack. The theme of the advertising looks the same which I presented in the TV commercial but this is for price off. The advertising is appealing that increase the taste of your meal everyday which is written in Urdu. They are trying to convince the consumers that you have to take it for your meals as the price is decreased now.

Pic. 4.10 - Coke price off billboard (Source: Atif sent by email on 18 July 08)

Billboard 3

The billboard was received by email on 20 July 08 which was sent by Zahid. The billboard shows a girl in the water. This billboard presents nearly the same theme which I explained in the television part. It shows that by having sprite means having cool and relax. The happiness of the girl in the water shows that she is in a good condition. The word 'thund program' is displayed which is the combination of English and Punjabi means cool program. Let's have a look on the below billboard.

Pic. 4.11 - Sprite thund program billboard (Source: Zahid sent on 20 July 08 by email)

Billboard 4

The below billboard is taken from some other and sent to me by email by Zahid on 28 June 08. This billboard contains almost the same information which was presented in the first billboard. This billboard in fact doest contain the information for invitation to Coke studio but contains the information for musical concert program to media by popular pop band 'Strings'. This billboard looks the same as was presented previously in color scheme, style and design of the billboard.

Pic. 4.12 - Coke studio strings billboard (Source: Zahid sent by email on 28 June 08)

Billboard 5

The below billboard by Asif on 24 July by email which seems quite big which shows that Coke offers a chain of musical on different dates as it shows the program of 10 August 08. It seems that this billboard is the combination of previously presented billboards in which there are professional musicians on one side and the people who participate in Coke are on the other side. It contains also the same information which was presented previously; the difference can only be seen in the dates. The reason of the different dates presents in every advertising that there episodes going on for the Coke studio and the following billboard shows the last episode of Coke studio.

Pic. 4.13 - Coke studio junoon strings (Source: Asif sent on 24 July 08 by email)

4.8.6) Analytical Review of Pepsi and Coca Cola Billboards

Pepsi's first presented billboard is for mountain dew brand which is emotionally appealing to adventurous people and appealing to be strengthening. Fill (2005, p.566) explained that billboard provides the control over the message, the reference of with they control the expression of written slogan. It looks Chinese but actually it is English 'Do the dew'. Kotler & Keller (2006, p.575) explained the drawbacks of selective dissemination and lack to spread the creative idea as it is viewable only by the people who will pass the billboard. The viewers may or may not perceive the same theme for the brand which is been targeted. The product is used with its relying feature of thrill and

strength. The used characters are not local characters and the emotional slogan do the dew is used. **The second billboard of Pepsi** is about the funny emotional and information oriented ad of Pepsi max which help to draw the attention to process the conveyed message (Fill 2005, p.542). It also provides the demonstrated proof for diabetes that if you will use Pepsi max, there will be no worries which provides the solution to diabetes (Fill 2005, p.540). Product taste, appearance, packaging and reliability of the product are shown in ad as a tangible offering (Brassington & Pettitt 2005, p.173). The Basic English is used for emotional and rational appeal. **The third billboard of Pepsi** is for 7-up free which is the combination of emotional and rational animated ad which looks simple and appealing to the public (Brassington & Pettitt 2005, p.314). Product Packaging, appearance and reliability are appealing as 'feel free' and use of feedo deedo from emotional perspective while sugar free taste appeal from rational side which creates attention for need satisfaction (Lilien, Kotler & Moorthy 1992, p.218). There is nothing except Basic English is used from cultural aspect. **The fourth billboard of Pepsi** contains the particular product and size with packaging, appearance and reliability with emotional appeal that if you have heart, asks more. The association of music, western dress and Urdu language is given for appeal in this high context culture (Morrison 2002, p.124). **The last billboard of Pepsi** is for 1.5 liter plastic packaging Pepsi cola of competitive information oriented advertising which is being done in contrast to its competitor Coke (Fill 2005, p.540) in which discount information is given. The children are targeted by using Urdu language in English context, drink more and offer more.

On the other hand, **the first billboard of Coke** advertises the Coca cola brand. The emotional musical theme is used in the first billboard which can create an association of viewers with the coke which evidenced by Fill (2005, p.543) that advertising can create an association of viewers with the product by remembering the theme. It is a rational information oriented ad in which the musical theme and 250 ml Coke glass packaging bottle is given for announcement of Coke studio. The classical and POP combination of event is being announced which is given appeal with music association to its lovers (Fill 2005, p.543). **The second billboard of Coke** is also information oriented competitive ad in which price off information of 1.5 liter plastic packaging is given which provides the piece of life theme with emotional appeal of 'increase the taste of your meal now' which gives their positive for their good experience with Coke (Fill 2005, p.540). The communication is made in local language and with local and western dresses is presented by characters. **The third billboard of Coke** is for sprite which is emotional threat oriented ad which persuade the viewers to come in good condition which is evidenced by Schiffman & Kanuk (cited in Fill 2005, p.542) that the moderate use of fear can be persuasive. Product packaging and reliability is appealing for ad in which Punjabi language is used with the girl in the cold water having modern dress. **The fourth and fifth billboards** are similar to first billboard which are information oriented announcing billboards which hits one of the needs of young generation (Fill 2005, p.540). The musical theme with the combination of classical local with POP music is being announced for the event. These announcement are for Coke studio event which are been sponsored by Coke. The combination of Urdu and English languages is shown for communication and event is more highlighted than the appearance of Coke glass bottle.

It is argued by Cateora & Ghauri (2000, p.384) that the billboards can be more effective in those countries where illiteracy rate is high and Pakistan is one of them. If we can have an overall look on the above analysis we can see that Pepsi is using more variety billboards and for different brands while Coke is only focusing on one brand and using it with low variety. It can be an argument in favor of stronger position of Pepsi that it tries to focus the current needs of consumers in different ways which make them attractive and pleasant. The consumers can get bored from the same theme used in Coke billboards and they have not many choices for advertising. Pepsi is doing the same efforts on outdoor advertising which they are performing on TV that they are trying to focus on western and local culture with variety billboards.

4.8.7) Transit Advertising

Transit advertising will be covered by providing three pictures from either side Pepsi and Coke. Pepsi looks with different painted trucks based on different brands while Coke mainly focuses on one brand Coca-cola.

4.8.7.1) Pepsi Transit Advertising

The following three transit advertising pictures are found from different areas which advertise different brands of Pepsi cola.

Transit Advertising 1

This picture was sent to by Asif on 19 July 08 by email. The below truck is the mobile advertising of Pepsi max brand. The below advertising shows that Pepsi use different brand associated printed trucks for different products. But it can be just advertising and it may contain all of the brands. This truck is also the distribution truck for the Pepsi. This picture is taken from one of the areas of second biggest city of Pakistan Lahore.

Pic. 4.14 - Pepsi max transit (Source: Asif sent by email on 19 July 08)

Transit Advertising 2

This Picture was also sent to me by email on 19 July 08 by Asif. The below truck is also the distribution truck which use the same slogan ‘do the dew’ as they used for billboards. This advertising is not been seen on TV or the billboards that the guy is playing in the shore of dew drink. Pepsi is much advertising this brand as it is seen all around in outdoor media. Mountain dew is the hot selling brand among the youth because young like its taste.

Pic. 4.15 - Mountain dew transit (Source: Asif sent by email on 19 July 08)

Transit Advertising 3

This picture was sent by Kamal to me on 13 July 08 by email. This is another truck with Pepsi mobile advertising; this is in fact advertising the name of the company rather than particular product. They took the stock from the central location means Lahore and then distribute by the local bottlers. The Pepsi is the hot selling products as the distribution is very high in the country. The distribution is controlled with the mini vans and with the help of trucks like shown in below picture.

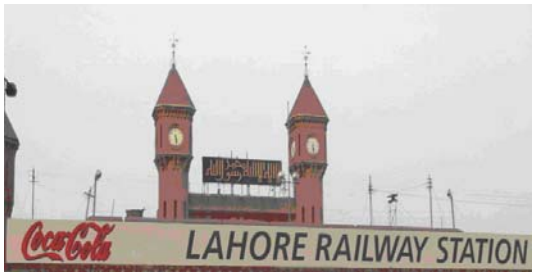
Pic. 4.16 - Pepsi cola transit (Source: Kamal sent by email on 13 July 08)

4.8.7.2) Coca Cola Transit Advertising

The following Coke transit advertising match with their current price off campaign and one belongs to railway station.

Transit Advertising 1

This picture of transit advertising was taken by Kamal and sent to me through email on 22 July 08. The below shown advertising is on the railway station of Lahore which comes under the category of associated terminals and buildings with transit. The rivalry of both Pepsi and Coke is shown at different places in terms of their marketing communication. Railway station is the main point for the transportation of majority of the population, not the local transportation but to the other cities of Pakistan. This can be a good attempt to the people of other cities which have to find the station and when they reach here and see the railway station at the main gate. They also have a look on the Coca-cola.



Pic. 4.17 - Coke railway station transit (Source: Kamal sent on 22 July 08 by email)

Transit Advertising 2

This picture of transit advertising also sent by Kamal on 22 July 08 by email. The below advertising is on the distribution truck of Coca-cola. The company paints the trucks with red color as with the association of the Coke. All the trucks of Coca-cola like this have the same get-up which move around the city and to the other cities of the country. It contains some information about the big pack on the back side which is the mobile advertising for the consumers.

Pic. 4.18 - Coca Cola transit (Source: Kamal sent by email on 22 July 08)

Transit Advertising 3

This was also sent by Kamal on 22 July 08 by email. This transit advertising is also on the truck on which a theme of the advertising is given as there is a dining table in the house with the meal. The advertising shows the new big jumbo pack of Coke bottle of 2.25 liter with only Rs. 60. This advertising may apply to the other brands of Coke as the sprite and the fanta logos are given on the top left side of the ad.

Pic. 4.19 - Coca Cola price off transit (Source: Kamal sent on 22 July by email)

4.8.8) Analytical Review of Transit Advertising of Pepsi and Coca Cola

Fill (2005, p.566) provides that busses and Lorries etc are mobile means of advertising and I am included the mobile means which both companies are using as with the delivery trucks. These mobile advertisings most of the times look simple on which the name of the company, brand or logo is printed. Three provided transit advertisings of Pepsi are for

Pepsi max, mountain dew and advertising of company with logo. The purpose of these advertisings of Pepsi look builds the image of the company (Berkowitz et al. cited in Branssington & Pettitt 2005, p.305). These mobile advertisings are not directly concerned with emotional or rational category except mountain dew in which 'do the dew' slogan is used. The mountain dew ad contains the product appearance with the strengthening flow of drink in which a guy is skating. There is less concern of cultural elements seen in these advertisings.

Fill (2005, p.566) evidenced that transit advertising includes the buildings and terminals associated with transportation means and the first transit advertising of Coke is on the railway station building of Lahore. The objective looks that whoever will see the building from front he/she will also see Coke. The company name is being promoted in this advertising (Berkowitz et al. cited in Brassington & Pettitt 2005, p.305) while second and third advertising is rational fact based advertising striking the current need of consumers (Fill 2005, p.540) in which the new size of Coke is being announced. The taste of size, new packaging and appearance are appealing as an aesthetic role (Kotler & Keller 2006, p.377) which is communicated both English and Urdu.

It is clearly reflected from the above analysis that transit advertising narrowly focused on the elements of culture and product information either rational or emotional. As a whole, the purpose of this advertising looks to promote the name of the company or the brand in the general scenario. Pepsi mobile advertising seems with different brands while Coke uses only one brand or the company name on transit advertising.

4.8.9) Pepsi Street Furniture

In the same way I am going to cover four street furniture advertising from the Pepsi side and four from the Coke side. The process will start from Pepsi.

4.8.9.1) Advertising 1

The below advertising of street furniture was sent to me by email on 14 July 08 by Asif. It is displayed on the banquet hall. The right part of the board is the same which we see in one of the billboards presented above. These types of advertising come under the head of kiosk advertising which considered in street furniture category as per the defined definition in the literature review part. The approval stamp of the attestation is displayed in this advertising by some authority which increases the credibility of consumers. This type of advertising publicizes both the hall and the brand.

Pic. 4.20 - Aquafina Street furn. Ad (Source: Asif sent by email on 14 July 08)

4.8.9.2) Advertising 2

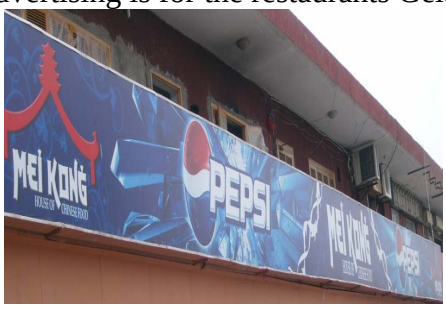
It was also sent by email to me on 14 July 08 by Asif. This advertising is of 7-up which displayed on the front wall of the caterer and the part decorating agency. If the people

hire them for the party decoration and meal arrangement then they will preferably be serve the drinks which the Pepsi put to them. This type of street furniture advertising most of the time contains the name of the company or owner of the store or kiosk where they are putting the board.

Pic. 4.21 - 7-up street furn. Ad (Source: Asif sent by email on 14 July 08)

4.8.9.3) Advertising 3

This advertising was taken by Zahid and delivered to me by email on 18 July 08. These advertisings are of Pepsi is on the front side of the restaurants with their names. These advertisings are looking different from the above advertisings as we see the combination of colors and design of the boards. It can vary from area to area. If the restaurant is in the high or the middle income class people then the advertising scheme can be different. The below advertising is for the restaurants Gelato and Mei Kong.



Pic. 4.22 - Pepsi cola street furn. Ad (Source: Zahid sent by email on 18 July 08)

4.8.9.4) Advertising 4

These were captured by Asif and delivered to me by email on 13 July 08. The below advertising is displayed on the kiosks and burger corner. These types of advertising can be found almost every where especially by Pepsi. They spend a lot for all type of advertising than Coke. The advertising of Coke is not that much than Pepsi according to the received comments from the observers.

Pic. 4.23 – Pepsi, Dew Street furn. Ads (Source: Asif sent by email on 13 July 08)

4.8.10) Coca-cola Street Furniture Advertising

Coke's street furniture ads can be presented in the similar way in following.

4.8.10.1) Advertising 1

It was taken by Zahid and sent to me by email on 11 July 08. Coke seems neck to neck in capturing the burger corners for advertising. It is the compulsory element of the Pakistani culture that if you eat burger then you must also drink some cola. Now, it is the game of the convenience of the cola because the consumers may not be the loyal or he may not put the effort to get the particular drink.

Pic. 4.24 - Coca Cola Street furn. Ad (Source: Zahid sent by email on 11 July 08)

4.8.10.2) Advertising 2

It was also taken by Zahid who sent it to me by email on 11 July 08. This picture is also in the burger corner with the burger and sprite picture. This type of advertising can give the consumer an impact to think and demand sprite. It also increases the value of the burger corner as it looks beautiful and attractive. This advertising also shows the suitability of the location as this place can be the most suitable place because it is first of all a burger corner where people demand drink.

Pic. 4.25 - Sprite street furn. Ad (Source: Zahid sent by email on 11 July 08)

4.8.10.3) Advertising 3

This advertising was also taken by Zahid and gave it to me by email on 11 July 08. This advertising looks different as the television is displayed by Coca-cola in a public place. It remains on in the evening time when people passes they notice some played stuff and then they also see the name of the company coca-cola. It can also be a good way to advertise which especially remains effective when the cricket match series is being played.

Pic. 4.26 - Coca Cola screen street furn. Ad (Source: Zahid sent by email on 11 July 08)

4.8.10.4) Advertising 4

These advertisings were taken by Kamal and sent to me on 15 July 08 by email. These pictures are from a backward area of a kiosk and the street wall. Coca-cola and Pepsi behave in the same to put the name of the owner or kiosk on the advertising along with they put their advertising. Perhaps it is the demand of the local culture of Pakistan. In the first advertising the name of the kiosk is written and in the second ad the caution is written that you can not put any advertising on the wall.

Pic. 4.27 - Coca Cola street furn. Ads (Source: Kamal sent by email on 15 July 08)

4.8.11) Analytical Review of Street Furniture Advertising of Pepsi & Coca Cola

Kotler & Keller (2006, p.577) include shelters, Kiosks and public areas in the category of street furniture. Kiosks can be further divided into restaurants, wedding halls and catering shops because the later categories are not common in many countries, that's why the authors couldn't distinguish these two categories of wedding halls and catering shops. **The first advertising of Aquafina** and **second of 7-up** are on the wedding hall and catering centre in which the advertisings are given with the names of wedding hall and catering centre. The information oriented advertising of Aquafina which combines the quality and appearance features of the product which appeal good value to consumers (Fill 2005, p.379) with no distinguishing cultural factor except English language. 7-up advertising is emotional animated ad with the appearance of product and feedo deedo which make it easy to convey the message (Fill 2005, p.543) in which slogan is used as 'have a different style' which is also communicated in English. **Third and the fourth advertising** are on the restaurants and kiosks Pepsi cola and mountain dew brands. In third advertising name of the company is being promoted with the restaurants while in fourth the particular brands of 250 ml packaging and appearance is being promoted

which reminds the consumers to buy the product (Jewell 2000, p.238) with emotional English communication for dew as 'do the dew'.

The first two advertisings of Coke are in the category of kiosks which is defined above by Kotler & Keller (2006, p.577) which are of burger corners which promotes their own brand with Coke as it is incomplete without coke to culture while **the third advertising** of Coke is a screen in a public area which help advertiser to evaluate the size, type, flow of audience and travel pattern (Fill 2005, p.564). **The last advertising** is on the street wall which is on right side and on kiosk which is on left side. The first two advertisings contain the particular packaging of Coke and sprite which are being promoted with the restaurants which to recognize the brands (Jewell 2000, p.238). The next two advertisings promote the name of the company. English is used in all of the advertisings except kiosk which contains both Urdu and English in their communication (Cateora & Ghauri 2000, p.114).

The same element can be found from the street advertising as the elements of culture and product or company information is missing in almost all of these ads except 7-up and Aquafina ad. Pepsi and Coke are not much expecting and focusing particular objectives from these ads, but in fact these are provided in the general scenario. The element of variety and frequency is more higher for Pepsi than Coke due to the fact that Pepsi advertise on street furniture with different brands while Coke always advertise with Coca-Cola except an exception of narrow use of Sprite. Asif (20 July, pers. Comm. 2008) informs that Pepsi is advertising in greater frequency than Coke which is an evidence of the stronger position of Pepsi.

The following experience by three nationals of Pakistan will further contribute their experience from the second part of advertising which is coherence with the above pro vided advertising messages.

Section 5

4.9) Pepsi and Coca Cola's Experience by Three Nationals of Pakistan

Three qualified residents of Pakistan contributed their experience for both Pepsi and Coke. This experience belongs to the marketing communication of both companies especially for the outdoor media. They had been given instructions to consider three elements while observation and in writing as well. Those elements are the same which are provided in the framework i.e. product information, cultural aspects and nature of the message. Let's see how they contributed their experience.

4.9.1) Mr. Zahid Sharif

E-mail: Zahidsharif@hotmail.com
Cell: 00923214782903
Age: 24 years
Sex: Male
Date: 21 July 08
Qualification: Associate Certified Chartered Accountant (ACCA)

Lahore, Pakistan.
Mr. Sharif sent me his experience of advertising by email on 21 July 08. He is explaining his experience in the following words as 'Pepsi Cola use attractive methods of marketing, which I saw during my visit in the different areas of country. I saw they use very attractive and distinguishing graphics billboards in almost all of the experienced areas, keeping in view that what are the desires of the population which is to be targeted'.
Mr. Sharif further explains 'Mostly used method is sponsoring small retailers by painting their outlets with company brands and giving front board, refrigerators, and stock holdings shelves. He explains street furniture advertising includes painting the kiosks and putting a main painted board with the name of the shop or the owner. He said both of the companies provide freezers and fridges to the store and also give them stock holding shelves. Furthermore, he provides the further comments as 'Coca Cola use the method of advertisement through entertainment. They plotted televisions on painted pillars with Coca Cola brand in very famous area of the city, which is very effective competitive marketing strategy'.
At last, Mr. Sharif elaborates his experience as 'Some where I saw wrong selection of area where they advertised, like a beautiful mountain with painted area of Pepsi Cola brand. That is not justification with our environment because I feel it is the interruption in nature and cause of destruction in natural beauty'.

4.9.2) Mr. Muhammad Asif

E-mail: al-namal@hotmail.com
Cell: 00923214912559
Age: 24
Sex: Male
Date: 22 July 08
Qualification: Chartered Certified Accountant (ACCA)
Lahore, Pakistan.
Mr. Asif delivered his experience to me as well by email on 22 July 08. He feels 'companies sometimes and at some places spend un-necessary resources on advertisements and Pepsi and Coke are no exception to this'. He further explains 'I spend three long sunny days in getting interaction with bill-boards, banners, shop-paintings etc. of Pepsi and Coke at different places and experienced a lot. I travelled through different areas of Lahore just with the intentions to have a feel for both of the company's outdoor advertising'.
He also explains that 'I personally feel that both of the companies are advertising almost everywhere across the city but if I talk about the frequency for both Pepsi and Coke. Pepsi is far ahead than Coke in spreading its billboards, banners and street wall painting. The second thing is the variety for the outdoor advertising which I feel Pepsi advertise with more variety with different brands than Coke. Coke always uses approximately the same theme in their advertising with only one brand Coca-cola'.
Mr. Asif explains 'the location for the billboards is all the way important. Both Pepsi and Coke try to put their billboards and banners almost everywhere but sometimes they choose the right place and some time they do it in the scattered way. I saw two restaurants with Pepsi advertising which are among the most visited places in the city. On the other hand, Coke put a TV screen in the other crowded place in another picture. These

can be their good strategies'. He further elaborates 'I honestly feel that Coca-cola and Pepsi-cola are getting face to face in advertising their brands and both have competitive brands for their competitive war'.

4.9.3) Mr. Yasir Kamal

E-mail: Yasir_yousaf_531@hotmail.com
Cell: 00923214151263
Age: 24
Sex: Male
Date: 24 July 08
Qualification: Master of Business Administration (MBA)
Lahore, Pakistan.

Mr. Kamal is also the national of Pakistan and resides in Lahore. Kamal sent me his experience through email on 24 July 2008 about the advertising and media. He explained that there is a strong competition between Pepsi and Coke in Pakistan and Pepsi remained a strong brand for a long time in comparison of Coca-cola. He explains that cricket is the widely played game in the country and Pepsi is directly targeting cricket. He explains that Pepsi and Coke mostly advertise on TV and billboards but very few in newspapers. He further explains 'the survey that we have conducted to analyze the adverting comparison of Pepsi and coca cola, we analyzed that there is four to one ratio in an area for pop displays of Pepsi and coca cola. Coke launches a campaign three times in a year and each campaign is totally different and comes with a new idea. On the other hand, Pepsi is stressing on the celebrity element. For example meanwhile they are using Adnan Sámi Khan and Ainee. They are focusing on these celebrities because people like to listen their songs. Coca cola is aggressively advertising on the electronic media and their advertisements have occupied different channels of T.V. This is one thing; other is that they are sponsoring musical programmers with the name of COKE STUDIO, in which they are providing all type of musical instruments and technical facilities for recording of the songs'. He narrates that 'At the moment, Pepsi media vehicles are the electronic media, bill boards and very small scale of print media. Otherwise coca cola has just emphasized the electronic media with a great clutter and very small scale of bill boards. One cannot succeed with generic strategies along the line of Pakistan'. His experience explains that Pepsi is covering electronic, outdoor and very low print media and Coke is just emphasizing on electronic media.

4.10) Analysis of Experience

Three people shared their experience about Pepsi and Coke who travelled through different areas of Lahore. Mr. Sharif explained much about Pepsi than Coke that can be an argument for the Pepsi that he sees more Pepsi than Coke. He said Pepsi is using most attractive and effective communication billboards with distinguishing graphics (Kotler & Keller 2006, p.577). It also sponsor shops by painting them and provide them freezers and shelves and against that Pepsi put its stock and hold it for a longer period (Jewell 2000, p.249). He criticized Pepsi's painting on the piece of mountain which is the destruction of natural beauty according to him. On the other hand, He explained Coke is using entertainment way of advertising like putting screens on different places.

Mr. Asif criticized the un-necessary spending of Pepsi and Coke on advertising. He explained his search which last in three hot sunny days in which he found that Pepsi advertise in greater frequency and variety on media which expose to people in a specified time (Kotler & Keller 2006, p.574). He mentioned two restaurants are painted by Pepsi which promote both restaurants and Pepsi. He also mentioned that Pepsi has dominant share in Pakistan. He explains that Coke is using the same theme of advertising everywhere across the city and he appreciates his TV screen advertising which he saw in a place.

Mr. Kamal is last contributing body for experience who explains that Pepsi contains the strong position than Coke and the ratio between them is as 4 to 1, 4 for Pepsi and 1 for Coke. He narrates Pepsi is using celebrities and it is using TV, outdoor and small scale of print media which is one of the factor behind its success (Jewell 2000, p.245). Coke advertises on TV and small scale on outdoor. Coke arrange Coke studio in which they provide instruments to participants to record their songs. He explains that Coke advertises on TV with clutter in which they put a lot of stuff together.
The above provided analysis of experience provides that Pepsi advertise more than Coke and is stronger than Coke in Pakistan. Pepsi has the dominant position which covers the major part of the media while Coke is weak and seems weak from all of our above analyzed elements along with this factor.

Section 6

4.11) Summary of Analysis

Five parts of analysis can be collected together which include product, culture, nature of messages which collectively contribute to advertising messages. Product features are mainly furnished i.e. quality, taste, packaging, appearance and reliability which serve the promotional purpose (Brassington & Pettitt 2005, p.174). Packaging further contributes as size, color, style and design (Jewell 2000, p.238). Pepsi is serving nine brands which is almost the double of Coke's five brands. These brands are their offerings with promotional activities which they run in Pakistan. Quality seems in the fourth category of Pepsi in the survey conducted by brandsaward.com which provides some value to consumers (Fill 2005, p.379) while familiarity seems at number one. The reason of quality in fourth category may be the low importance given to it as people don't give much importance to quality because they are price conscious. Coke always seems in trouble and complaining to different things as they give a complaint to high excise duty. Advertisings provide cultural products as it is the need of the companies to match with the local culture (Morrison 2002, p.148). The cultural elements which are important for one company may be least important for other companies. Music, dress, language, religion and sport are highly relevant to the advertising messages of beverage companies due to which these are included to play their part of work. Media is the vehicle on which the messages travel and a factor behind success, which can be analyzed in two aspects i.e. facts and figures of media of Pakistan and the media along with the messages (Jewell 2000, p.245). There are three media which are covered as television, newspaper and outdoor among which TV take the higher contribution of Pepsi on entertainment and

music channels with first and fourth position while Coke have the sixth position only on music channels. Pepsi advertise more brands on these channels with higher frequency than Coke which shows the higher position of Pepsi over Coke. Coke is only concentrating on one brand Coca cola which provides the higher exposition level to public (Kotler & Keller 2006, p.574). Pepsi looks more diverse with its brands and advertising while Coke has low coverage. Music seems common in TV commercials of both companies which expose the emotional role of ad. It is the fact that the brands of both companies are low involvement products and people may not be much interested in particular brands and in this type of situation emotional appeal serves better which are handled by both sides of human brain from psychological perspective (Vaughn cited in Fill 2005, p.521). All of the features of products i.e. quality, taste, appearance, reliability and packaging are reflected in different commercials. Music, dress and language elements are exposed more apparently than religion and sport from cultural side.

Pakistan is one of the countries where illiteracy rate is high and billboards are effective in such a society Cateora & Ghauri (2000, p.384). Pepsi uses more variety in billboards and for different brands while Coke is only focusing on one brand and in the same pattern. Both types of advertisings are seen in billboards of both Pepsi and Coke i.e. rational and emotional in which product features and cultural aspects are highlighted. It is clearly reflected that advertisings narrowly used cultural elements and product information which are being used on mobile means of communication (Fill 2005, p.566). Pepsi mobile advertising seems with different brands while Coke uses only one brand or the company name on transit advertising. The street advertising reveals the same absence of cultural and product elements and they use only company information on almost all of the ads. The element of variety and frequency is more higher for Pepsi than Coke due to the fact that Pepsi with different brands while Coke always advertise with Coca-Cola except an exception of narrow use of Sprite. It is evident form the experience of three nationals of Pakistan that Pepsi advertise more than Coke and is stronger than Coke in Pakistan. Pepsi has the dominant position which covers the major part of the media while Coke is weak and seems weak from all of our above analyzed elements along with this factor.

Chapter 5 - Conclusion, Implications & New Research Questions

5.1) Conclusion

Pepsi and Coke are multinational beverage companies which were taken into account for their marketing communication. There were five ingredients which were researched including Product information which they used in their advertising. Cultural elements were included which Pepsi and Coke considered in their advertising according to their comprehension. Pepsi is focusing on the combination of western and traditional pattern of culture which makes it stronger because local cultural is being influenced from western culture. The aesthetic appeal was attached to every message which was taken in terms of emotional and rational advertising. The media was considered in terms of TV, newspaper and outdoor for both of the companies and advertising itself. Pepsi is far ahead on Coke while advertising on media as per provided facts of Pepsi and Coke. The advertising

messages were taken as the collection of all contributed factors. Pepsi advertise with more brands and with variety on different media and also using different graphical ads while Coke most of the times advertise only one brand with approximately the same theme which favors Pepsi over Coke. Each message of advertising had particular attributes, advantages and objectives which Pepsi and Coke targeted in their messages. The product information was seen from the point of view of nature of message because different messages have different natures. Each message's nature contains different information from others. The information oriented messages were categorized as fact based, piece of life, demonstrated proof and competitive advertising. The emotional messages were involved around threat, funny, animated, sexual and musical advertising. The advertising which was given on TV reflected and touched upon approximately both types of natures of messages. Cultural elements were also shown in commercials and most prominent was music which was the classical music in local sounds. Brandsynario.com (2008) provided the evidence of higher frequency of advertised Pepsi brands on TV and variety of advertising messages was confirmed for different brands. Pepsi seems higher than Coke in terms of marketing communication. Further more, transit and street furniture advertising is presented for both which explains the missing part of culture and product information in either sense. Pepsi was also presented with higher variety as it's running more brands than Coke but it is difficult to say which company advertises better than other. If we further see the shared experience of three nationals of Pakistan. They are going in favor of Pepsi that Pepsi is stronger than Coke and it advertises more than Coke. At the end, I would like to conclude that Pepsi has the market share of approximately 70 percent which was evidenced by the chairman of chamber of commerce of Karachi Pakistan (Gupta 2006).

5.2) Implications

The practitioners may or may not use the presented elements for their message preparation. It can also happen that they use the above included elements in some other arrangements. This work can possibly help them to think and include the above provided logical sequential elements for marketing communication. This work will also be helpful for those practitioners who are missing something which is included in this work. They can possibly retreat and remake their work according to suitable situation. The following possible implications can be considered by practitioners.

- They can include the logical concepts and sequence in their practices.
- They can create a mix of this work with their own work.
- This work can provide a way to think in a different perspective.
- They can get the comprehensive knowledge of marketing communication to design their prospective work.
- They can be in a good position to understand Pakistani market from cultural perspective etc.
- This work can provide a good help to the practitioners of new entrant companies in beverage industry of Pakistan.

5.3) Proposal for Further Research

This thesis work will also serve academic purpose in order to provide background for further research. There are many adjacent areas with marketing communication which

need to be investigated. The further research can be done on individual parts of the served elements as product/company information, culture, or media. This work can also be helpful for those issues which directly or indirectly take part in communication process. The research on the issues, other than the elements included in this work, can also be taken into account like branding and consumer behavior and preference etc. The researchers always try to find different supportive sources for their work and this work can be one of them for further research. Every researcher has his preference and likeness for research area regarding marketing communication. This work can be helpful for all of them due to the reason that the model (conceptual framework) mainly connected with the communication process which connects almost all of the relevant aspects of marketing communication. I am including following research proposal questions which can be considered for further research.

- What is the role of culture in marketing communication?
- How can media influence the marketing communication?
- Why the product takes the central position in marketing communication?
- How can consumer behavior affect marketing communication?

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