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Positive Results Case Study



Refreshment Services Pepsi: A 6% Sales Increase Amid Strong Competition

Problem

The beverage market is extremely competitive and crowded with players. Bill Osborn, General Manager of Refreshment Services Pepsi, wanted to increase market share in the face of this competition.

Solution

Refreshment Services Pepsi has the advantage of media dollars provided by the national corporation. Through cost-effective media buying and negotiations, event tie-ins and various ways of gaining community visibility, Pepsi began reaching more consumers and increasing its exposure throughout Terre Haute and the Wabash Valley.

Radio remotes are a popular tool which often can be cost-prohibitive for companies. Pepsi used its media dollars to leverage the purchasing of radio remotes on behalf of its customers. "A great example would've been the grand opening at WalMart on (Highway) 46," Osborn said. "We tied the remotes in throughout the day, with our local media stations." The remotes built a working relationship between Pepsi, WalMart and the local media. Generating excitement from national television has been another effective tactic. Refreshment Services Pepsi purchased the rights to hold a local casting call for the CBS television show "Big Brother." The casting call took place at one of Pepsi's customers, attracting consumers and creating high visibility.

"MillerWhite tied us in with some of their customers, like Dorsett Mitsubishi," Osborn said. When Dorsett Mitsubishi ran a promotion giving away a pickup truck, the truck's bed was full of Pepsi products. The Wabash Valley Consumer Connection, an e-newsletter produced by MillerWhite, has featured Pepsi and gained exposure for the company. Osborn and Pepsi also have been proactive in community events by using MillerWhite's contacts. "MillerWhite's relationship with the Chamber of Commerce has led to downtown festivals, Brick Yard BBQ, the Terre Haute Air Fair, and events like that, that Pepsi's a part of," he said.

Results

The optimizing of media dollars and maximizing of exposure has paid off in increased sales for Refreshment Services Pepsi. "The result of our advertising, this year, is we have a better relationship throughout the community, our brand's better recognized, and we have a better relationship with our customers," Osborn said. "As a result, through the first quarter of 2007, we have shown a 6% increase."