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New Cake


Introduction

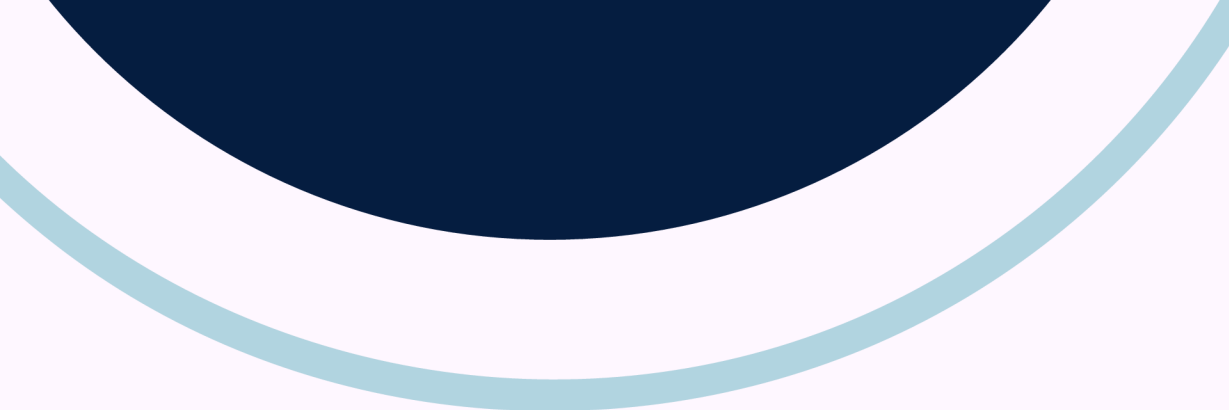
Not only Coca Cola company but all the world know about New Coke case also one of the biggest marketing failures. This was in 1985 when the coca cola company felt that they needed to produce a new formula of the soft drink that they had initially produced. In this case, the manufacturers made extensive market research and the decision went wrong and this caused a major consumer uproar.



Background


During the early 1980's, Coca-Cola company had a close competitor in Pepsi that conducted the taste tests to show that the public favored Pepsi because of its sweeter taste. In response, a new formula was created and thus New Coke was in the market Coca-Cola developed its original product and New Coke was the out come.





Consumer Reactions

The reaction which was soon to follow was less than favorable and filled with enmity. Consumers drastically changed their standing and began to complain to the company over the new taste of the Coca-Cola. Everybody was let down by the company when they withdrew the original bar that people regarded as a part of their culture.





Conclusion

New Coke is an example of how change could ruin a product & brand management and can be used as a warning to potential innovators. This shows the dangers of radical design changes to classics and highlights why business must run their operations in a way that is best understood by their consumers. Visit thecasesolutions.com to go to the company and dig deeper for the case analysis.

RESOURCE

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Resource: Visit thecasesolutions.com for detailed analysis and more case studies.