Introducing New Coke

Answer the following questions:

1. What were some of the limitations of the research process that compromised the validity and the reliability of Coke’s research process?

2. What do you recommend Coke should have done?

3. What does the Brand Coke symbolize?

2-3 pages, extra pages for exhibits if needed. 11-12 point font. Single-spaced OK. For questions 1 and 2, use the Backward Marketing Research Method as a guide, building on the lessons we learned from TiVo. For question 3, use the branding models we discussed in the first three classes.