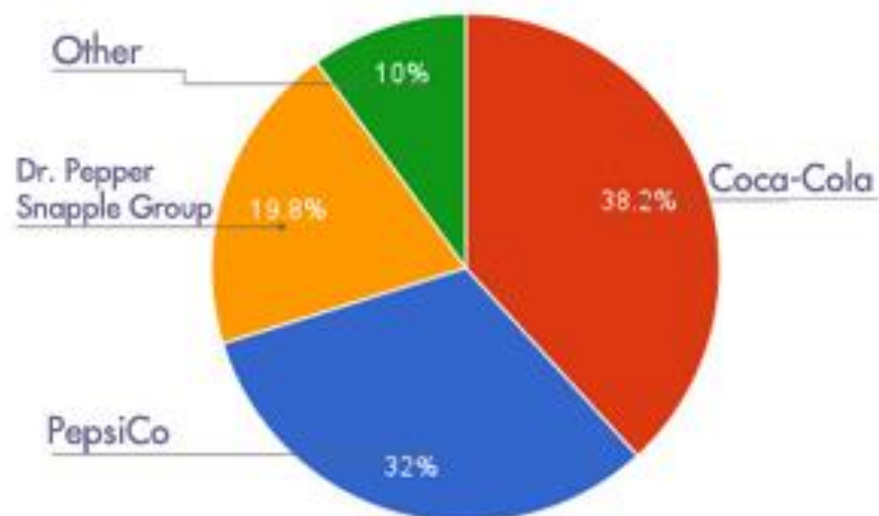


Oligopoly: an example

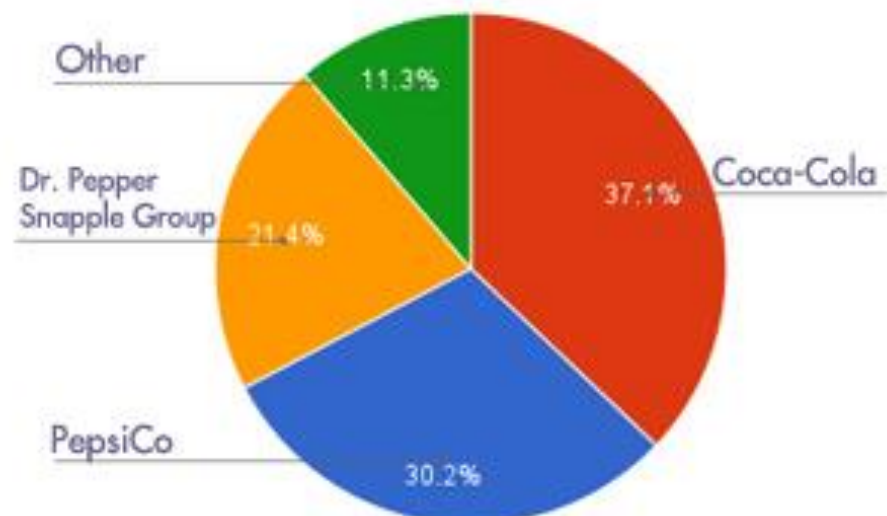


Soft Drink Market Share

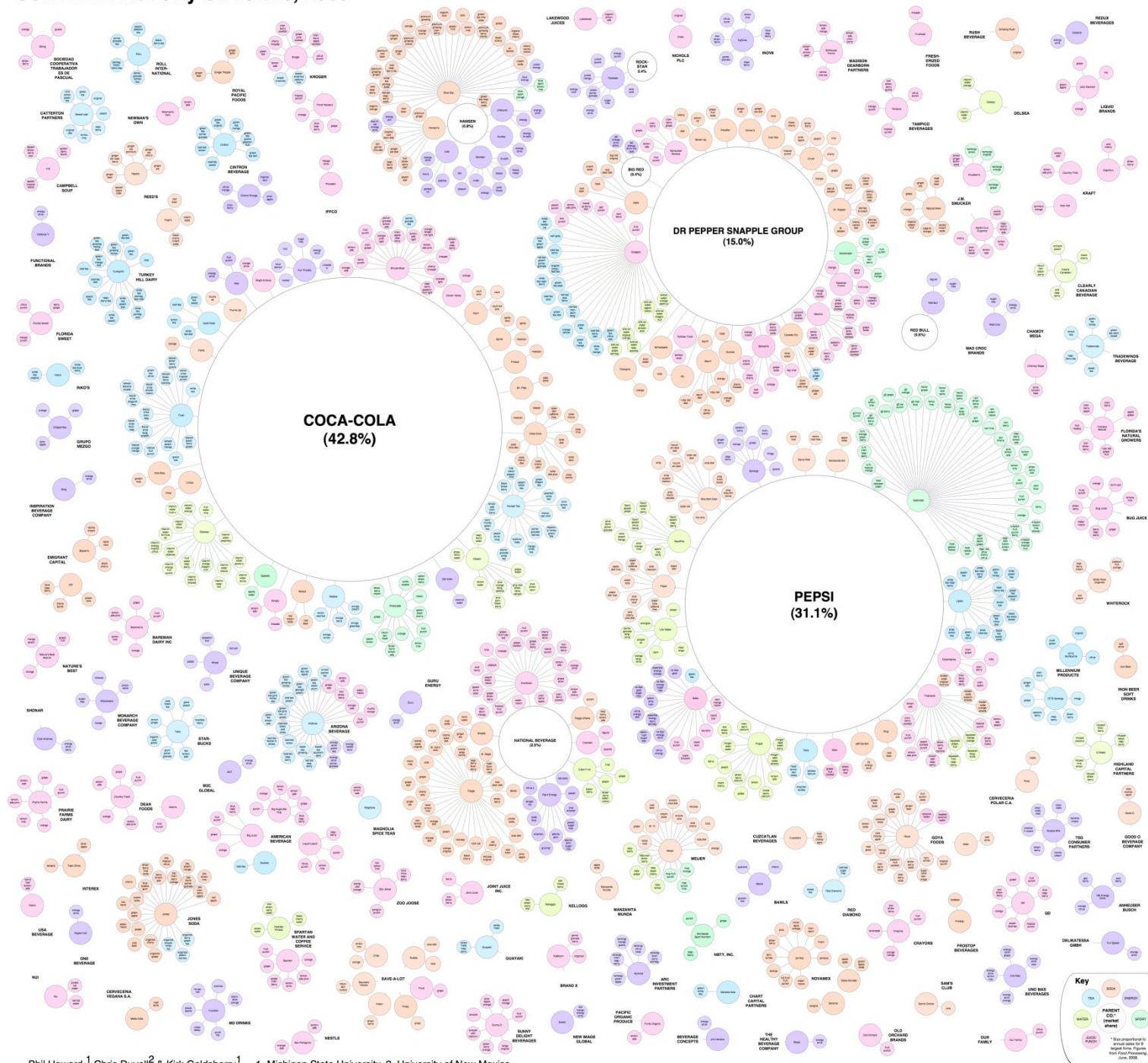
2009



2012



Soft Drink Industry Structure, 2008





Where it all Started

Coca-Cola YEAR Pepsi

1886

Coke created by John S. Pemberton

1892

Asa Candler purchases and
incorporates Coca-Cola

1900

Musician Hilda Clark becomes the first
celebrity to endorse Coke

1904

Annual sales of Coke exceed
1 million gallons

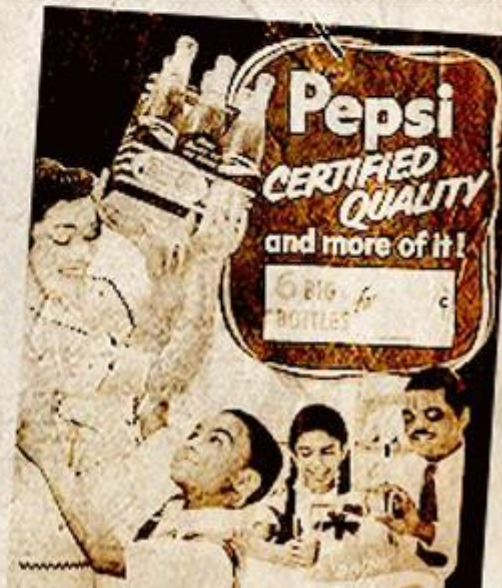
1906

Coke bottling operations begin in
Canada, Cuba and Panama
D'Arcy Advertising Company begins
its 50-year association with
The Coca-Cola Company



1898

Pepsi invented by a pharmacist
named Caleb Bradham



Evolution

COCA-COLA

1896



1900s first labels

Coca-Cola

1900s

Coca-Cola

1940s



1950s - 1960s
(Fishtail logo)

of the Logo



1898



1905



1906



1940



1950



1960s

(wave is introduced)

Coke Coke

1985

(New Coke)



1987



1990s



2000s

Coca-Cola

2009



1962



1973



1991



1998



2005



2008

Oligopoly: an example



VS.

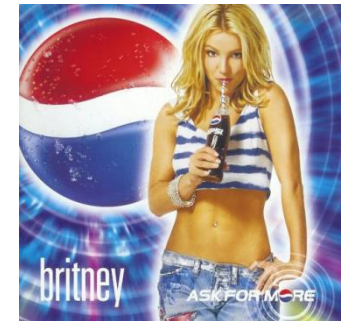


A comparison between prices



<u>Product:</u>	<u>Producer</u>	<u>Price:</u> (12 cans)	<u>Price:</u> (24 cans)
Pepsi	Pepsi	\$3.65	\$5.95
Coke	Coke	\$3.85	\$5.75
Gatorade	Pepsi	\$8.95	\$12.95
Powerade	Coke	\$8.80	\$12.95

A comparison between marketing strategies





ORIGINAL AD

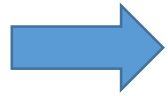
COKE'S RESPONSE



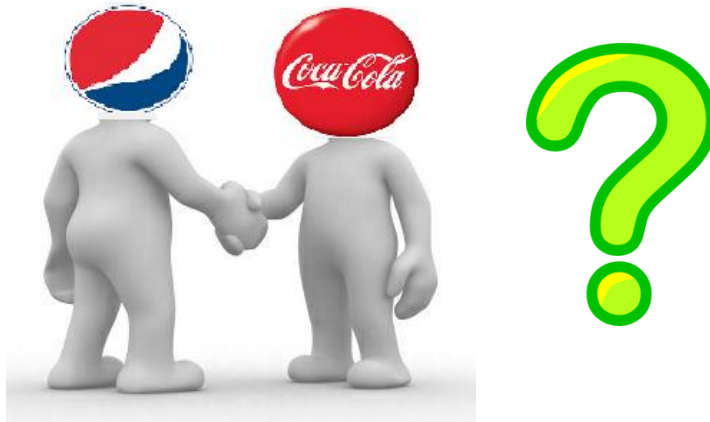
We Love Coca-Cola.

PEPSI
April 1st 2000





Non simultaneous price promotions

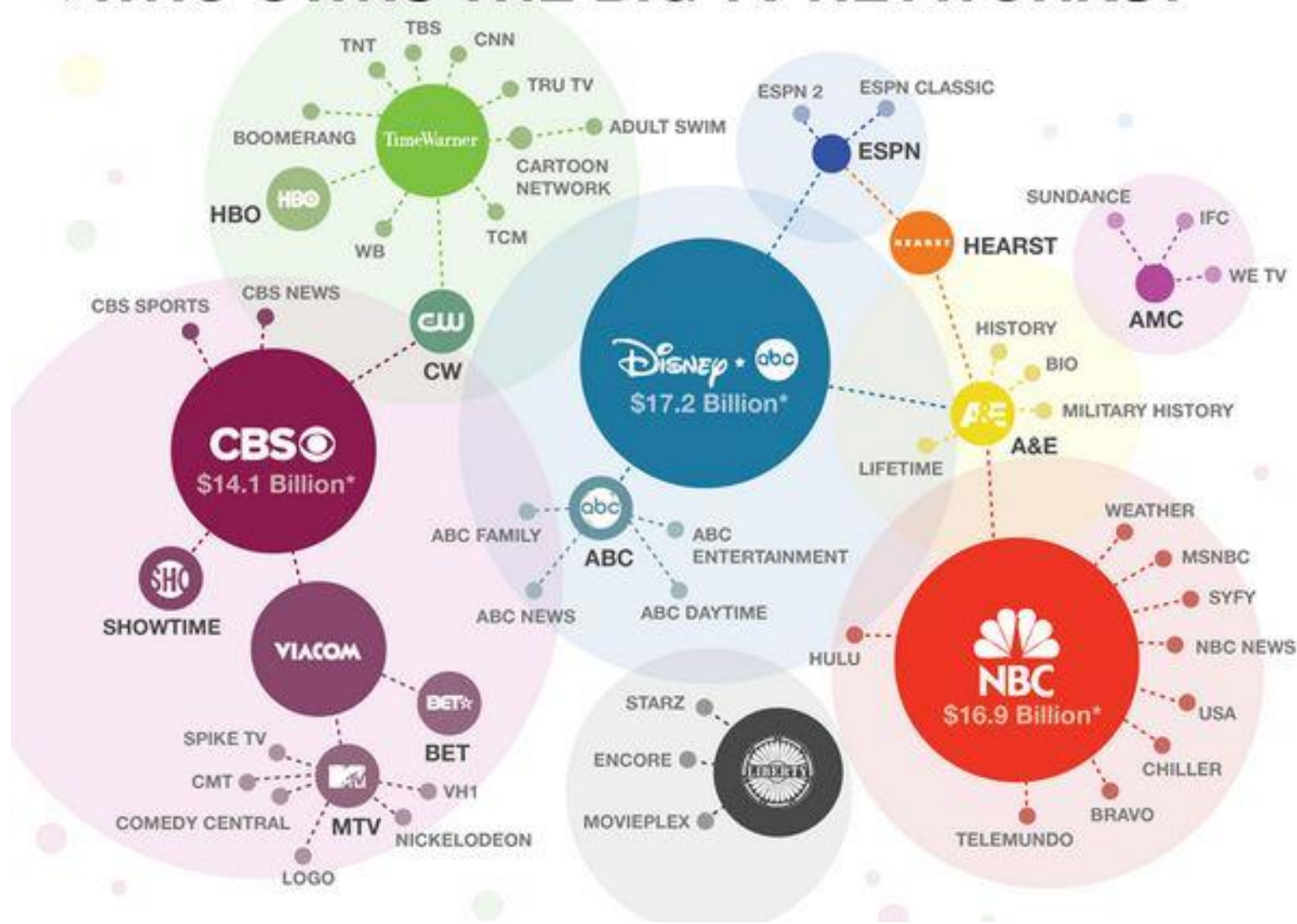


Oligopoly: other examples



Oligopoly: other examples

WHO OWNS THE BIG TV NETWORKS?



Oligopoly: other examples

Signal failure

Global smartphone market share

