



INTRODUCCIÓN

El siguiente trabajo consiste en seleccionar una empresa y crear su historia de marca aplicando los conceptos vistos durante la cursada tanto a las comunicaciones publicitarias como al logotipo de la marca y al producto. La empresa seleccionada para el trabajo es "Pepsi & Co". Esta organización produce y comercializa diversos productos como por ejemplo 7up, Lays, etc. Por tal motivo se seleccionó específicamente la línea de gaseosa Pepsi.

En primer lugar se ha realizado una investigación de la evolución de la marca "Pepsi". El mismo, consiste en realizar una breve reseña sobre cómo se creó el producto y el nombre de la marca, y como fue evolucionando sus envases y logotipos a lo largo del tiempo.

En segundo lugar, para el análisis de la comunicación publicitaria se ha seleccionado el periodo contemporáneo debido a que la organización tiene más de 100 años de antigüedad. El periodo seleccionado es de los años 2008-2014. Se seleccionaron las campañas más populares y reconocidas durante esos años para luego aplicarles un análisis en base a las estrategias comunicación utilizadas. En conjunto con las publicidades se detalla información como por ejemplo: acciones estratégicas, campaña, medios de difusión, etc.

En una última instancia del trabajo se hará un análisis de la personalidad de marca. Y para finalizar una exposición oral.

A modo de resumen, los subtemas del desarrollo del trabajo han sido:

- La historia de la creación de Pepsi.
- Apariencia física y logos a lo largo de los años
- Estrategias de comunicación publicitaria de Pepsi.
- Personalidad de marca

El desarrollo de los mismos habrán concluido sobre la historia y evolución de la marca Pepsi, como así demostrarán cuáles son las estrategias que utilizaron para que actualmente esté consolidada como una de las principales empresas líderes en el mercado de gaseosas.



Manual Report On Pepsi

**Virginia. Secretary of the
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Manual Report On Pepsi:

Hospitality Financial Accounting Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, Agnes L. DeFranco, 2008-03-03 As the hospitality field continues to grow and diversify today's hospitality professionals need to understand financial accounting at a higher level than ever before Written by some of the most respected authors in accounting Hospitality Financial Accounting Second Edition gives a complete introduction to financial accounting principles and demonstrates how to apply them to all facets of the hospitality industry Updated with the latest developments in the accounting and hospitality fields Hospitality Financial Accounting Second Edition covers the basics of financial accounting first and then shows hospitality students how to analyze financial statements and deal with the daily issues they will face on the job Financial Accounting, with Annual Report Jerry J. Weygandt, Donald E. Kieso, Paul D. Kimmel, 2005 Administer your course eGrade Plus can easily be integrated with another course management system gradebook or other resources you are using in your class Provide students with problems Solving support eGrade Plus can link homework problems to the relevant section of the online text providing context sensitive help Pepsi-Cola Bottlers' Association, Inc. V. United States of America, 1966 **Beverage Industry Annual Manual**, 1988 **Annual Report of the Secretary of the Commonwealth to the Governor and General Assembly of Virginia** Virginia. Secretary of the Commonwealth, 1913 Annual Report Virginia. State Corporation Commission, 1920 Annual Report of the Secretary of the Commonwealth to the Governor and General Assembly of Virginia for the Year Ending Sept. 30, ... Virginia. Secretary of the Commonwealth, 1913 **Beverage Industry Annual Manual** Beverage Industry, 1979 **Moody's Industrial Manual**, 1959 *Annual Report of the State Corporation Commission of Virginia* Virginia. State Corporation Commission, 1920 **Catalog of Copyright Entries** Library of Congress. Copyright Office, 1973 **Pepsi-Cola Annual Report**, 1952 *Soda Politics* Marion Nestle, 2015-09-07 Sodas are astonishing products Little more than flavored sugar water these drinks cost practically nothing to produce or buy yet have turned their makers principally Coca Cola and PepsiCo into a multibillion dollar industry with global recognition distribution and political power Billed as refreshing tasty crisp and the real thing sodas also happen to be so well established to contribute to poor dental hygiene higher calorie intake obesity and type 2 diabetes that the first line of defense against any of these conditions is to simply stop drinking them Habitually drinking large volumes of soda not only harms individual health but also burdens societies with runaway healthcare costs So how did products containing absurdly inexpensive ingredients become multibillion dollar industries and international brand icons while also having a devastating impact on public health In Soda Politics the 2016 James Beard Award for Writing Coca Cola and PepsiCo spend billions of dollars each year to promote their sale to children minorities and low income populations in developing as well as industrialized nations And once they have stimulated that demand they leave no stone unturned to protect profits That includes lobbying to prevent any measures that would discourage soda sales strategically donating money to health organizations and researchers who can make the

science about sodas appear confusing and engaging in Corporate Social Responsibility CSR activities to create goodwill and silence critics Soda Politics follows the money trail wherever it leads revealing how hard Big Soda works to sell as much of their products as possible to an increasingly obese world But Soda Politics does more than just diagnose a problem it encourages readers to help find solutions From Berkeley to Mexico City and beyond advocates are successfully countering the relentless marketing promotion and political protection of sugary drinks And their actions are having an impact for all of the hardball and softball tactics the soft drink industry employs to maintain the status quo soda consumption has been flat or falling for years Health advocacy campaigns are now the single greatest threat to soda companies profits Soda Politics provides readers with the tools they need to keep up pressure on Big Soda in order to build healthier and more sustainable food systems *Federal Trade Commission, Divestiture* United States. Congress. Senate. Committee on Commerce, Science, and Transportation. Subcommittee for Consumers,1980

Financial Reporting and Statement Analysis Clyde P. Stickney,1996 For the undergraduate or MBA course in Financial Statement Analysis offered by accounting finance and economics departments This text takes a strategic approach to financial statement analysis Not only will students apply accounting principles and procedures but they will understand the economic conditions of a firm and the firm s particular strategies to compete in each of its businesses This approach elevates the course from one of mechanical calculations to one that integrates concepts from economics business strategy accounting and other business disciplines This synthesizing experience rewards students both intellectually and practically *Moody's International Manual* ,2000 *Moody's Manual of Investments* John Sherman Porter,1950 American government securities 1928 53 in 5 annual vols v 1 Railroad securities 1952 53 Transportation v 2 Industrial securities v 3 Public utility securities v 4 Government securities 1928 54 v 5 Banks insurance companies investment trusts real estate finance and credit companies 1928 54

A Manual of Prescription Writing Matthew Darbyshire Mann,1890 **Moody's Manual of Investments: American and Foreign** ,1953 **New and Improved** Richard S. Tedlow,1996 In a fascinating history of corporate combat Tedlow recounts the path America chose to become the world s first and foremost consumer society He describes the confrontations between Coke and Pepsi Ford and GM Sears and Montgomery Ward and others Illustrated

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Manual Report On Pepsi Introduction

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Figurative Language in In Cold Blood | Study.com Figurative Language in In Cold Blood | Study.com Key Literary Devices

Metaphors: "Wearing an open-necked shirt (borrowed from Mr. Meier) and blue jeans rolled up at the cuffs, [Perry] looked as lonely and inappropriate as a ... In Cold Blood by Kendall Cheval Personification - "his memory...haunting the hallways of his mind" (pg 44); Alliteration - "...the whisper of the wind voices in the wind-bent wheat.. In Cold Blood Metaphors ' Perry knows that there is no way he can come out ahead. He will be running for the rest of his life, or he will be caught and possibly hanged. 'Running a race ... Figurative Language In Truman Capote's In Cold Blood " [He] pulled up the covers, tucked her in till just her head showed..." the use of 'tucked her in' expresses a calm and cozy tone which contrasts with the ... Figurative Language In Truman Capote's In Cold Blood One example of imagery is used in line 5 "I'm stone. I'm flesh." The narrator is using metaphoric and literal imagery describing his body. The reader can ... Metaphor, Make-believe and Misleading Information in ... Sep 10, 2022 — Packed with metaphor, language play and allegory – such as that found in the noted tomcat extract above - In Cold Blood can surely only ever be ... Rhetorical Strategies Mar 7, 2011 — However, one of

the most important rhetorical devices written in the novel is in the form of a metaphor: "He and Dick were 'running a race ... In Cold Blood - LitDevices.com Jul 1, 2019 — The author uses vivid imagery to create a sense of place and atmosphere, such as when he describes the Clutter home as "a home with absolutely ... Language Devices In Truman Capote's In Cold Blood Truman Capote uses variety of language devices to vividly develop Perry Smith in his novel In Cold Blood. These language devices include, diction, similes ... Let's Draw Manga - Yaoi (Nook Edition) Creating a yaoi manga is more than just learning how to draw...it's also about story, aesthetics, and imagination! The successful Let's Draw Manga series provides ... Let's Draw Manga - Yaoi (Nook Color Edition) With illustrations and easy to understand, in-depth explanations courtesy of the world-famous manga artist Botan Yamada, you will gain everything you need to ... Let's Draw Manga: Yaoi by Yamada, Botan Botan Yamada, a famous BL artist, takes the reader step-by-step through the process of drawing yaoi manga. Let's Draw Manga: Yaoi - Yamada, Botan: 9781569708682 Botan Yamada, a famous BL artist, takes the reader step-by-step through the process of drawing yaoi manga. "synopsis" may belong to another edition of this ... Let's Draw Manga: Yaoi - Kindle edition by Yamada, Botan. ... Book overview ; Publisher: Digital Manga Publishing; 1st edition (June 19, 2009) ; Publication date: June 19, 2009 ; Language: English ; File size: 7650 KB ; Text-to ... Let's Draw Manga - Yaoi by Botan Yamada This guide to the world of yaoi manga will teach you everything you need to know about how to create characters that look and feel authentically "yaoi." You ... Let's Draw Manga - Yaoi (Nook Edition) pdf free - Ameba Sep 22, 2014 — This manga's story really draws you into their old friendship and their new relationships. But as he doesn't earn money (because hey there's no ... Pdf free The age of em work love and life when robots rule ... Jan 4, 2023 — let s draw manga yaoi nook edition. 2023-01-04. 5/9 let s draw manga yaoi nook edition. Chris Burden 2015-05-05 explains how artificial ... Let's Draw Manga - Yaoi | PDF | Eyebrow | Human Body Let's Draw Manga - Yaoi - Free download as PDF File (.pdf), Text File (.txt) or read online for free. Manga drawing book. v92c deluxe Owner's Manual, the Victory Service Manual, or an authorized Victory dealer immediately. ... Maintenance. 110. Remove and Install Saddlebags. V92C Deluxe Cruiser. 1999 Polaris Victory V92C Motorcycle Service Repair Manual May 24, 2020 - This is the COMPLETE Service Repair Manual for the Polaris Victory V92C Motorcycle. Production model years 1999. Service/Repair Manual Aug 31, 2012 — I found a manual on ebay that covers the 2002 to 2004 Cruiser models. ... i need to know is how close are these engines to the 99 v92 engines. Victory Motorcycles Classic Cruiser 2002 Service Manual View and Download Victory Motorcycles Classic Cruiser 2002 service manual online. Classic Cruiser 2002 motorcycle pdf manual download. 1999-2000-2001 Victory V92C Motorcycle Service Repair ... This is a COMPLETE SERVICE MANUAL for 1999-2001 Victory V92C on a CD. Those are the same manuals your Bike Repair Shop uses to repair and diagnose your bike ... 1999 Victory Model V92C Cruiser Motorcycle Shop ... - eBay 1999 Victory Model V92C Cruiser Motorcycle Shop Service Repair Manual 1500cc ; Quantity. 1 available ; Item Number. 374227745079 ; Accurate description. 4.8. Victory Motorcycle Repair Manuals & Literature - eBay Get the best deals on Victory Motorcycle

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