Dr. Pepper

Ben Simpson
Brand

- Red
  - Energizing
  - Strength
- Unique
- Original
Audience

- Young
- Hipsters
- Original people
- People who don’t go with the flow
How brand relevant to audience

- Young people try to be one of a kind and not try to follow the flow
- People who want a different taste
Different from other companies

- For the people who are one of a kind
- Different taste
Unity

- All use the dark red
- Same logo/font
How does logo represent company?

- The logo shows how unique and different the soda is. It uses the font, logo and color throughout all the designs and products.