# SOFT DRINKS : BRAND STRATEGIES & THE ROAD TO SUCCESS

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## INTRODUCTION

The soft drinks industry is filled with intense competition and product similarity, making brands costanly search for ways to differentiate themselves with various brand strategies. The soft drinks industry had a sales volume of 36 billion gallons in 2024, this competitive enviroment drives companies to not only invest in their products but also their branding.




## QUESTION

Which components influence the success of soft drink brands and how?

## MAIN FINDINGS

1.Brand equity
Brand equity affects the soft drink industry no matter the country, literature suggests that soft beverage brands heavily depend on brand equity for success. They tend to have fewer functional differentiations between one another so ultimately the decision is made based on perceived authenticity. Brand equity also seems to have a major connection to a brand's profitability performance and marketing performance of a brand

2.Brand Identity
People find it easier to recognize brands in different environments when they have unique assets. Maintaining consistent brand elements proves to be essential in this industry. Brand elements like logos are more likely to form a unique link for packaged goods brands like soft drinks. Brand identity regarding visuals shape buyers' perception and can lead to brand loyalty and recognition. Consumers use brand identity clues as shortcuts to quickly recognize brands that differentiate them from competitors.

3.Brand Extension
Brand extensions are a natural step to grow for fast moving consumer goods, particularly for soft drinks. Brand extension strategies must evoke similarity and familiarity with the rest of the brand in order to be successful. Customers are more likely to trust a brand when the extension includes the two mentioned characteristics. An extension has to be compatible with the brand or the possibility of becoming vulnerable to competition arises. For soft drink brands, extension strategies have had a direct effect on marketing performance and sale volumes

5.Brand Awareness
When a brand is well known consumers tend to gravitate towards it feeling it is safer to choose it. For soft beverages, specifically water, consumers tend to be led by trust and reputation, high brand awareness puts a product to the top, making it the main choice. Ultimately brand awareness seemed to have a large impact on consumer purchasing decisions related to bottled water products, having the potential to increase the number of clients and the overall revenue.

4.Brand Image
Brand image is created by the logical and emotional assessment of the majority. It is a narrative that an organization can control but not necessarily create, that is why it is deemed so important and especially in the soft drinks market that is filled with competition.

## CONCLUSION

Soft drink brand success depends on a combination of brand equity, brand identity, brand extension, brand image and brand awareness. These elements help brands stand out in a crowded market, build trust, shape recognition and influence purchasing decisions. When they work together, they strengthen loyalty, improve performance and support long-term success.

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