

Brand BLUNDERS

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New Coke

In 1985 Coca Cola decided to launch New Coke – a sweeter cola they developed to combat Pepsi’s increase in market share. But what made this a huge blunder was that they completely withdrew their traditional product from the market. Consumer backlash was instantaneous. Coke had completely underestimated the passion people had for this brand that they had grown up with. Within 6 months they had to issue an apology and re-launch their original Coca Cola formula. And they learned a very valuable lesson – when you position your product as the “the real thing”, you better not mess with it.

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