

Brand BLUNDERS

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Coors

Coors Light is a light beer whose brand is built on the platform that its rocky mountain spring water makes it the most refreshing beer on the market. The packaging and the advertising all reinforce this core benefit. But Coors decided to take their benefit one step further by creating a mineral water. Coors Rocky Mountain Spring Water was launched in 1990, but it didn't take long for Coors pull it from the market. This was an instance of a brand forgetting what it's supposed to stand for. In this case, refreshing beer...not water.

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