

FOCUS ON BETTER TOGETHER: FROM PRODUCT-CENTRISM TO INNER BRANDING ALLIANCES IN FOOD INDUSTRY

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Abstract

This case analysis examines the PepsiCo Foods Canada (PFC) internal branding strategy. PFC is known as one of the most successful brand-centric consumer food product companies in the world. Their primary market strategy is executed through a direct store delivery (DSD) system, in which PFC delivers their products to thousands of stores every week. Although the food and beverage divisions are currently handled separately, the DSD system is one of PFC's key strengths. Unlike PFC overall, the beverage "Pepsi" has struggled in recent years, due to demographic and consumer trend changes. Improved alignment and collaboration amongst the two divisions (Better Together) could provide key benefits and opportunities for incremental growth in the future. Presently, the corporation's focus remains separate. This case study looks at transitional corporate practices that would allow high performance brands to leverage products that have experienced a drop in sales in recent years.

Keywords: Cobranding, DSD, Food distribution, In-store experience management.