

Advertising

Pepsi, Coke and Eldora Cola ran large advertising campaigns over a 6 month period to try and increase their share of the Californian Coke market.

Prior to the campaign Pepsi had 30% of the market, Coke 50% and Eldora 20%.

At the end of the 6 months a telephone survey is conducted, and the following results determined.

- a) Of the original Pepsi drinkers, 10% switched to Coke and 15% switched to Eldora Coke.
- b) Of the original Coke drinkers, 12% switched to Pepsi and 20% now prefer Eldora Coke.
- c) Of the original Eldora Cola drinkers, 8% switched to Pepsi and 5% switched to Coke.

Determine the effect of the ad campaign on the market share of Pepsi, Coke and Eldora Coke. Use matrices to do this.