



Service Management 201

The Shock Cola Case Study



You were introduced to the Shock Cola product in the Foundations course. Building on that case study, we would like to now name you as the Brand Manager for the product.

Some key pieces of information related to the current situation.

- Your boss, the President of the soft- beverage division wants to get into the hot 'new segment' of healthy energy drinks.
- While the company already has a few products in the energy drink category, most of them contain sugar or other ingredients that some consumer segments, including athletes, are now avoiding.
- The Product Development organization has created a few product prototypes and shared the details with you to analyze the product benefits and contrast them with the needs of the market.
- The decision was made to look at **Shock Cola** as the potential new product, working to a go/no go decision with management within the next 30 days.
- The Product Development organization has developed this drink with the following characteristics/ benefits:
 - **Benefits**
 - Diet/ low calorie carbonated soft drink
 - 3x the caffeine of a cup of coffee
 - Vitamin C equal to 12 oranges
 - **Made with real fruit juice from:**
 - Pomegranate, Acai, Kiwi, Coconut
 - **Other natural ingredients include:**
 - St. John's root to boost immunity
 - Ginseng for concentration

As the Brand Manager, you have end to end accountability for the results of a possible launch and you will need to clearly define the parameters of your product to ensure its success.

Discussion Topics

During our first Service Management session, you'll be put into groups to talk the following questions. As pre-work, review these questions and begin to think about the input you'll provide for this exercise.

1.-Who is Shock Cola for?

Based on the benefits and characteristics of Shock Cola, define the segment(s) of consumers that would be your primary target for commercialization of this product. This may include characteristics like age group, social status, income, principal activities, consumption occasions, etc. The more defined the group(s), the easiest it will be to communicate about it.

2.-What might your consumer like about Shock Cola?

Based on your previous answer, define the key 5 characteristics that will make Shock Cola an attractive product to the segment(s) of consumers you defined.



3.-How would you communicate with your consumer about Shock Cola?

Based on your market segmentation and chosen target consumer(s), what 3 communication channels will you use to communicate and commercialize about your product? What would be your key message and slogan to capture the hearts and minds of your consumer?

4.-What are your top 3-5 responsibilities as the Brand Manager of the Shock Cola Brand?

Remember that we granted you end-to-end accountability for the decisions of this product. As such, what do you believe are the most important areas of responsibility of the Brand Manager of the Shock Cola brand, or any brand for that matter? Just the top 3-5.

5.-If you decide to launch the Shock Cola brand to the market, how will you know your launch was successful?

Define the top 5 (or less) KPI's (key performance Indicators) or metrics you believe will be required to understand the success of your product launch from all aspects of the business

6.-Based on what you know right now, and your launch strategy, will you launch Shock cola to the market?

If Yes explain why

If No, explain why