

YouGov®

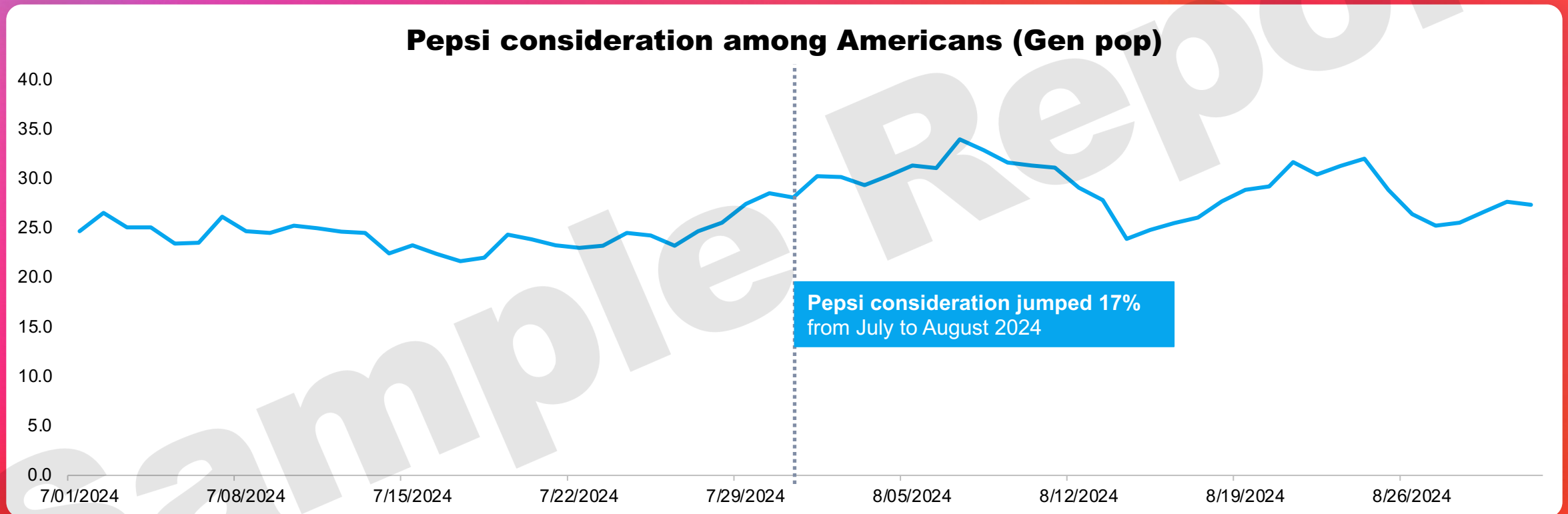
September 2024

Pepsi brand health analysis

A snapshot of competitive brand health, drawing on YouGov BrandIndex daily tracking

Living consumer intelligence | yougov.com/business

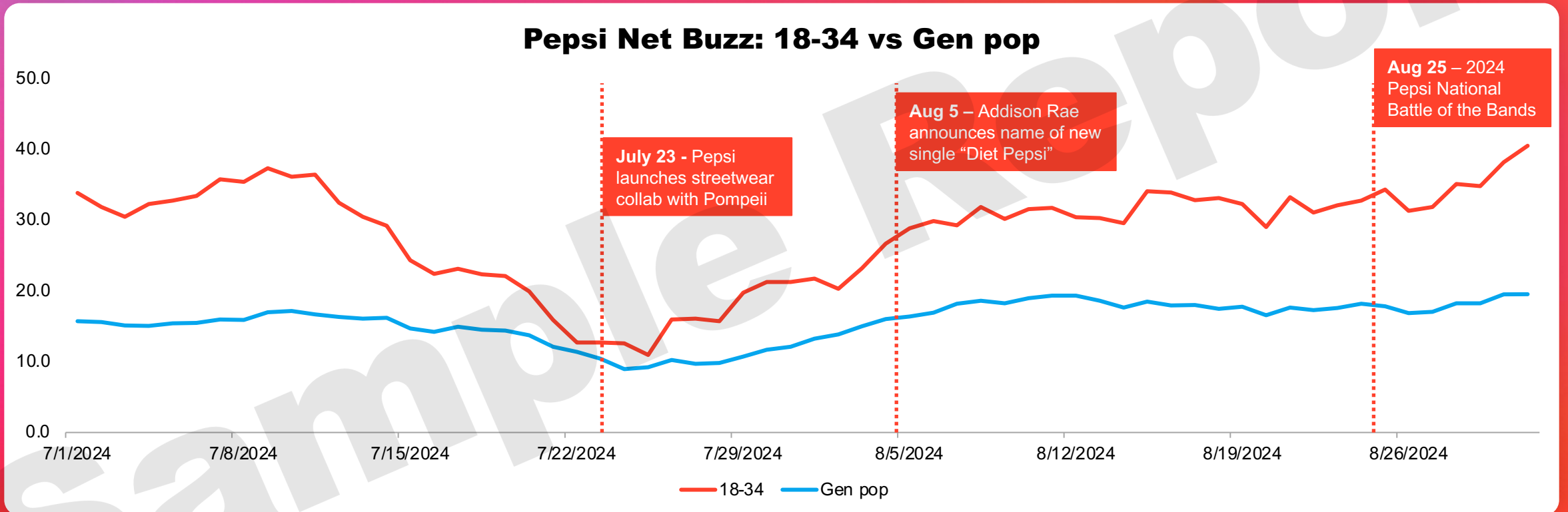
29% of Americans are considering Pepsi in August 2024, up from 25% in July



YouGov BrandIndex: July 1 – August 31, 2024. One-week moving average of daily US respondents (n> 450)

- Q: When you are in the market next to purchase beverages, from which of the following would you consider purchasing?

Pepsi Buzz increased significantly throughout August among younger Americans



YouGov BrandIndex: July 1 – August 31, 2024. Buzz reflects net total. Two-week moving average of daily US respondents (n> 200)

- Q: Over the PAST TWO WEEKS, which of the following brands have you heard something POSITIVE about (whether in the news, through advertising, or talking to friends and family)? / Now which of the following brands have you heard something NEGATIVE about over the PAST TWO WEEKS?

Brand metric movements for Pepsi & competitors (1/2)

Media & comms

Brand	Aided Awareness	Ad Awareness	Buzz	WOM Exposure
Pepsi	-	▲	▲	▲
Pepsi Zero Sugar	-	-	-	-
Diet Pepsi	▼	▲	-	▲
Coca-Cola	-	-	▲	▲
Dr Pepper	-	-	-	-

Brand perception

Brand	Impression	Reputation	Satisfaction	Quality	Value
Pepsi	▲	▲	▲	-	▲
Pepsi Zero Sugar	▲	▲	-	-	▲
Diet Pepsi	-	▲	-	-	▲
Coca-Cola	-	▲	-	-	▲
Dr Pepper	-	-	-	-	-

Brand metric movements for Pepsi & competitors (2/2)

Purchase funnel metrics

Brand	Consideration	Purchase Intent	Current Customer	Recommend
Pepsi	▲	▲	▲	▲
Pepsi Zero Sugar	-	▼	-	▲
Diet Pepsi	-	-	-	-
Coca-Cola	-	-	-	-
Dr Pepper	▼	▼	-	-

Brand Health Metrics

Brand	Total number of metric improvements
Pepsi	11
Pepsi Zero Sugar	3
Diet Pepsi	3
Coca-Cola	4
Dr Pepper	-2

Methodology

The arrows featured indicate statistically significant score changes across YouGov BrandIndex metrics month on month between July and August 2024.

The monthly Biggest Movers dataset includes 13 of the 16 brand metrics that YouGov BrandIndex tracks, excluding Index, Attention, and Former Customer.

We track Pepsi across 16 metrics every day

Media & comms

Aided Awareness:

Are you aware of the brand?

Ad Awareness:

Have you seen recent advertising?

Word of Mouth Exposure (WOM):

Have you recently spoken about the brand?

Buzz:

Have you heard anything positive or negative about the brand in the last two weeks?

Attention: *Derived Metric*

Positive plus negative buzz

Brand perception

Impression:

Do you have a positive or negative view of the brand?

Quality:

Is the brand of good or poor quality?

Value:

Does the brand offer good or poor value for money?

Reputation:

Would you be proud or embarrassed to work for this brand?

Satisfaction:

Are you a recently satisfied/dissatisfied customer of the brand?

Index: *Derived Metric*

Average of brand health measures

Purchase funnel metrics

Consideration:

When you are in the market next to make a purchase, which brands would you consider?

Purchase Intent:

Of the brands considered, which are you most likely to purchase?

Former Customer:

Have you ever purchased the brand?

Current Customer:

Are you a current customer?

Recommend

Would you recommend this brand to a friend or tell them to avoid it?

What could Pepsi do with BrandIndex?



Monitor
brand health
Performance



Evaluate
campaign
performance



Benchmark
metrics against
other brands



Measure the impact
of unforeseen events



Understand customer
perception



Crisis
management

Want a deeper analysis?

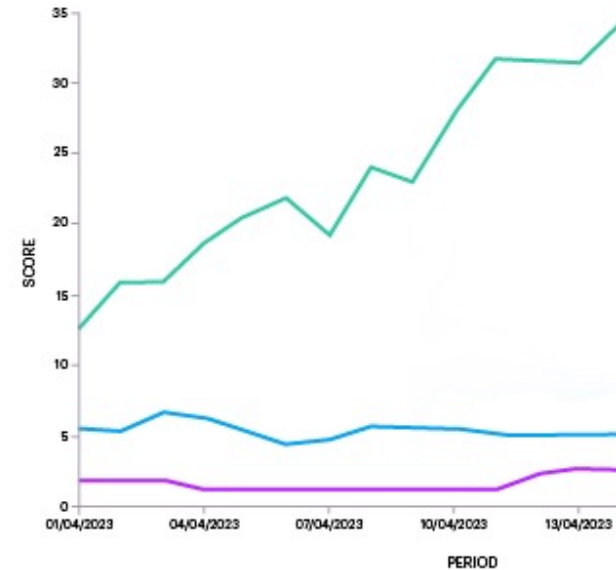
YouGov BrandIndex helps you identify trends across specific audiences such as any combination of:

- **Demographics** (Gender, generation, DMA & more)
- **Media consumption** (Top channels, social media, etc)
- **Fast food habits** (Drinks with meals, frequency, etc)
- **Brand preferences** (good impression of Pepsi, think Dr Pepper is a good value, used to drink Diet Coke & more)
- **Finances** (Income, outlook, supermarket spend & more)

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Advertising awareness



Your brand

Competitor 1

Your brand among Gen Z

Metrics ▾

Advertising Awareness

