

# Coke Vs Pepsi – Documentary

The documentary is about the ongoing battle between the famous soft drink brands Pepsi and Coca-Cola to probe which one of them is the greatest. This documentary looks at the strategies of each drinks success and also reveals the secrets to each company's success. And shows their aggressive promotional techniques in their fight for victory.

I enjoyed how it shows the true methods they use, and how they make the adverts etc that we see all the time.

It also shows how much they want to be on top of eachother.

Both brands use big names such as Leo Messi for pepsi to attract customers. They also post about their taste being the best and how they are better for you eg. Diet Coke, or Coke Zero (zero sugar)

I think it was a good documentary. It was very interesting and showed the true schemes of how they use their marketing to gain fame. I believe it would be good for A-Level students to watch as it may give them ideas of how to promote or gain customers alike with Coke and Pepsi.

I would rate it 4 stars