

## Pepsi and Coca-Cola

The first documentary is about the battle between two soft drink brands, Pepsi and Coca Cola to show which one is the greatest out the two. This feud is ongoing. This documentary looks at the strategies and challenges that each drinks company takes and what leads them to success and also reveals secrets to each companies success. It's also shows each businesses aggressive promotional techniques in order to become the greatest drinks company in the world.

Some things I enjoyed was how it showed the true methods and how they become well known like how they advertise which is what we see when we watch tv commercials. I also like how it highlights that each brand wants to be better than the other in order to make the most sales and to keep expanding to different markets.

Both brands use big celebrities in order to promote their business such as Leo Messi for Pepsi which attracts customers because it makes more people know the brand through a famous person they might follow. A big thing both businesses focus on is the taste and how healthy it is in order to make more healthy people drink it, so they add less sugar or even no sugar.

Overall, I think that it was a good documentary as it showed each businesses road to glory and I believe it would be good for an a-level student to watch it as it can give them ideas and knowledge on how to promote or gain customers in order to make sales like Pepsi and Coca-Cola.

Overall I would rate the documentary a 4/5 stars as it is full of information but it could have more on each topic.

## Ikea

Once again this documentary is about the truth of Ikea. It tells us about where it's materials come from and even about the founder of ikea and where it came from. Apparently the founder of ikea (Ingvar Kompard) was a Nazi.

Later on in the documentary, they showed where the wood would come from and how they used it to make there furniture. In the video it showed they got the wood from logging but also it showed the effects of this and how it can ruin forests all around the world. Moving on from that, it also told us about the success of ikea and how the business had grow to be very successful with marketing, promoting and advertising and showed us there strategies.

In the documentary, people were featured stating the furniture was faulty and not sturdy. This shows that there are still problems even with big companies with gives them a negative brand image. However as viewers we do not know whether that is down to the manufacturer or the person that is putting it together. They have had many problems but the still succeed in the market they are in. I enjoyed finding out about ikea and how it got to where it is today.

This would be good for an a-level student as it shows them the right option to take and finding gaps in the market can help them perform and do well.

Personally I would rate this a 4/5 as it told us interesting facts about the origin of this enormous company.