***Review of Pepsi Vs Cola***

This documentary educates us about a rivalry between two huge drink businesses. For over a century, Pepsi and coke have been at war at a cost of billions of dollars. Pepsi Vs Cola explains the methods each company use to ensure they are the dominant side and what obstacles they had to face.

I like this documentary because it shows the history of the two drinks and how their adverts have changed over time, the impact of their formulas changing and which drink the people like better. I also found it interesting when they mentioned different people are going to be attracted to one of the drinks depending on which category they would be put in such as families.

There is not much I can say about what I disliked about the documentary because it gave us facts, background stories and interviewed a variety of people. However, it was made a while ago and the facts and figures may need updating. Apart from that, I thought it was an interesting documentary and even changed my perspective on the two drinks!

This documentary could be useful for A level Business because it explains how you may need to compete against close competitors. Also, I noticed there were some opinions on the advertisement of one of the drinks. One of the interviewees said it is important for the target audience to be picked carefully when advertising a business.

Over all rating: 8/10

By Maia Cummings