Coke vs. Pepsi Challenge Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Take the challenge! Do a blind taste test and record your results here. Before the test, determine the attributes you will be judging the cola choices on and write them in the column headers. After the test, answer the questions about your experience.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Cola Choice** | Attribute: | Attribute: | Attribute: | **Comments** | **Rank** |
| **A** |  |  |  |  |  |
| **B** |  |  |  |  |  |

Questions:

1. Which attribute was the most important to you? Why?
2. After the cola names were revealed, what did you learn was your favorite choice? Did this match with what the class chose as its favorite?
3. Were you surprised by the results of the taste test? If so, how?
4. Why would a company conduct taste tests such as the Pepsi Challenge? List as many reasons as you can think of.
5. What sort of information would an experience like this one offer marketing researchers? List as many answers as you can think of.
6. What other products would lend themselves to similar research? Be specific.