Jones Soda Case Study

The Jones Soda company is a brand with a unique approach to product design, packaging, advertising and customer relations. The company openly declares that a small marketing budget has forced them to think customer first. Jones believes that consumers buy their soda products not just for the taste but for the involvement and ownership encouraged by the brand.

Visit the Jones Soda Company website at <https://www.jonessoda.com/>, consider marketing concepts we have discussed in the course thus far and write a one page (yes….ONE FULL PAGE) evaluation of how the company is applying the marketing concepts. Below is a list of some key ideas from our first 3 units of study that you may want to consider as well as a couple of questions you may want to address.

**Marketing concepts**:

Needs Wants Demand Customer Relationships Marketing Management Philosophies

Growth-Share Matix Product/Market Expansion Grid Mission Statements, Goals & Objectives

SBU’s Harvesting, Divesting, Building, Holding Stars, Cash Cows, Dogs, Question Marks

Market Penetration, Market Development, Product Development, Diversification

Segmentation Targeting Positioning The Marketing Mix (4 P’s of Marketing)

Brick & Mortar, Click Only, Click & Mortar B2C, B2B, C2C, C2B 7 C’s of website design

Types of webpage advertisements

**Questions for consideration**:

What seems to be the Jones Soda Company strategy?

How is this strategy different from potential competitors?

How does the company use its website to stimulate sales of its products?

What are some advantages/disadvantages of the Jones Soda Company strategy?

What target markets seem to be primary focus of Jones? How can you tell?

**EXTENSION for EXTRA CREDIT**:

Take a picture and design a slogan for a new Jones Soda. Decorate a bottle with the picture and slogan to show the class.