

SODA-POP
8/16/06 8:00 PM
ATLANTA, GA

INTRODUCTIONS...INTRODUCE YOURSELF AND TELL US WHAT YOUR FAVORITE SOFT DRINK IS.

“My favorite drink is Cola. I am married and have two daughters, three and four.”
(Laurie)

“I am married and have one grown married daughter. We love Cola.” (Joanne)

“My daughter and I love Cola too. My son only drinks water and my husband drinks whatever.”

WHAT DO YOU MEAN BY WHATEVER?

“He drinks whatever is in the refrigerator.”

“I would have to say that mine is like that too. He doesn’t care, but my girls only like Cola, I do too. I guess I prefer Cola, but if Cola is not available I will drink (*inaudible*) Soda. My girls won’t.” (Linda)

“I would have to say Diet Cola. There’s only my husband and I, and we are always dieting.” (Pat)

HOW MANY COLAS DO YOU DRINK A DAY?

“I always have one with lunch and dinner and I usually have one at night. I would say three.” (Pat) (Two respondents agreed.)

“I only have one with lunch. Otherwise, I would be in the bathroom all night.”

(MODERATOR PRESENTS COMMERCIAL FOR A NEW PRODUCT NOT ON THE SHELF YET -“FOR A REFRESHING TASTE TRY COLA WITH A HINT OF LIME.”)

AFTER SEEING THIS COMMERCIAL WOULD YOU BE MOVED TRY IT?

“If it were diet.”

“Absolutely, yeah, I would. I am always willing to try something new.” (One respondent agreed.)

HOW MANY OF YOU WOULD NOT BE WILLING TO TRY IT?

“Not me.” (One respondent agreed.)

(MODERATOR PRESENTS COMMERCIAL FOR ANOTHER NEW PRODUCT – “THE SWEET TASTE OF STRAWBERRIES WITH YOUR FAVORITE DRINK...”)

WOULD YOU BE MOVED TO TRY IT?

“Too sweet. Ugh, I don’t do strawberries but even if I did I...” (Laurie)

“Doesn’t go. Cherry yes. Strawberry no.” (Two respondents agreed.)

“Why would you?”

“Doesn’t go together.”

HOW MANY OF YOU WOULD BE WILLING TO TRY COLA WITH LIME?

“Oh, yeah.” (Four respondents agreed.)

HOW MANY OF YOU WOULD BE WILLING TO TRY STRAWBERRY COLA?

“Absolutely not.” (Three respondents agreed.)

“I might.”

IS IT THE PARTICULAR FRUIT, DO YOU NOT LIKE STRAWBERRIES?

“If I want fruit, I will eat fruit, I don’t need to drink...Cola is something I have with my meals. It may not go with what I am eating in the first place.

“I don’t know, sometimes you are craving something sweet.”

“My kids may like it. I’d give it a shot.”

(MODERATOR PRESENTS COUPLON, “BUY ONE COLA AND TRY A NEW COLA FOR HALF PRICE.”)

WOULD THIS BE APPEALING TO YOU?

“It would.” (Joanne)

“I might try both of them even though I don’t like strawberries.”