

SODA-POP
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ATLANTA, GA

Disclaimer: This transcript begins with the first mention of the topic and introductions. The remarks regarding microphones, one-way mirror, and invitation to refreshments have not been included.

MODERATOR: We are here today to discuss soft drinks. So why don't we go around the room and you can tell me a little about yourselves, whether you work, have kids and what your favorite soft drink is. Laurie, let's start with you.

LAURIE: My name is Laurie. My favorite drink is Cola. I am married and have two daughters.

MODERATOR: How old are your daughters?

LAURIE: Three and four.

MODERATOR: How about you, Joanne?

JOANNE: Hi I'm JoAnne. I am married and have one grown married daughter. We love cola.

RESPONDENT: My daughter and I love Cola too. I have a son who drinks only water and my husband drinks whatever.

MODERATOR: What do you mean by whatever? Does he drink soft drinks?

RESPONDENT: 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, my girls only like Cola. I do too, I guess.

MODERATOR: What do you guess, Linda?

LINDA: Because I prefer Cola, but if Cola is not available, I will drink (*inaudible*) Soda. My girls...won't.

MODERATOR: Pat, what about you?

PAT: Well, I would have to say Diet Cola. There's only my husband and I.

MODERATOR: Why Diet Cola?

PAT: We are always dieting.

MODERATOR: Tell me, Pat, thinking over your day, how many Colas would you say you drink? Would you say you have one with your meals, do you drink one in the evening while watching TV? How many would you say you drink?

PAT: Let me see. I always have one with lunch and dinner and then I usually have one at night. So I would have to say three.

RESPONDENT: Same with me.

Yeah.

Oh my goodness, I only have one with lunch otherwise I would be in the bathroom all night.

MODERATOR: We're here today because I want to show you two new products, new flavors actually that Cola is thinking of introducing in the future. The first one is Cola with a hint of lime. I am going to ask you to look at a commercial story board and then I want you to tell me how does the idea of Cola with a hint of lime sound to you. This is just a storyboard and not something that you will see on TV yet. This product is not on the shelf yet, but tell me how does the idea of Cola with a hint of lime sound to you? If you saw it in your local supermarket would you be tempted to try it? Pat, let's start with you.

PAT: If it were diet.

RESPONDENT: Absolutely, yeah, I would. I am always willing to try something new.

Me too.

MODERATOR: How many of you would not be willing to try it?

RESPONDENT: Not me.

I wouldn't.

MODERATOR: Okay, so we talked about Cola with a hint of lime. Now let's look at the story board for Strawberry Cola. You've all heard of Cherry Cola. Now here's Strawberry Cola. Tell me how this sounds to you. The sweet taste of strawberries with your favorite cola drink.

Try Strawberry Coke. How does that sound to you? Laurie would you be moved to try it?

LAURIE: Too sweet. Ugh, I don't do strawberries. But even if I did, I...

RESPONDENT: Ugh. No, it doesn't go. Cherry yes, Strawberry no.

I feel the same.

Yeah, why would you...?

Doesn't go together.

MODERATOR: So what I am hearing is that you would try new products. Cola with lime. How many of you would?

RESPONDENT: Oh yeah.

I certainly would.

I would.

Me too.

Definitely.

MODERATOR: How many would try Strawberry Cola?

RESPONDENT: Absolutely not.

Not sir.

I wouldn't.

Either would I.

I might.

MODERATOR: You haven't even tasted it yet, what about the second one does not appeal to you? Is it the particular fruit, do you not like strawberries?

RESPONDENT: 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.

Well, my kids may like it. I'd give it a shot.

MODERATOR: Okay, I hear you. Let me show you a coupon you may find in your supermarket ads or possibly a coupon in the soda aisle. This one says "Buy one regular cola and try one of our two new colas at half price." Would this be something that would be appealing to you?
Joanne?

JOANNE: Yeah, It would.

RESPONDENT: I might try both of them at half price even though I don't like strawberries, but...