



**NPCC**

VOLUME..... 6

NUMBER..... 8

NOVEMBER 1981

# THE NATIONAL POP CAN COLLECTORS MONTHLY NEWSLETTER

**PTL**

" BLESSED IS THE MAN WITH A HOBBY, FOR HE LIVES IN TWO WORLDS "

Important Notice-We here at NPCC are sorry to inform the membership, but we are forced to increase our rates. Effective at once, the yearly rates will be \$10.00. We had absorbed the last postal increase, but can not absorb this new increase.

\*\*\*\*\*

The Indianapolis show again turned out to be a fairly good show. We were pleased to meet these NPCC members-Kim DeMoss, Lequita Jones, John Dennis, Arnold Richter, Paul Bates, the Ewells, the Domengets, John Hantz & Duane Blink. Some good popcans exchanged hands at this show and a good session was enjoyed by all who attended, turnout for the show was excellent.

\*\*\*\*\*

Welcome this month to these new members; Dave Brackett & Jack Wagster

ALL ITEMS PRINTED HEREIN ARE COPYRIGHTED AND ARE THE PROPERTY OF NPCC AND NO ARTICLE NOR ANY PORTION OF CAN BE REPRINTED WITHOUT THE WRITTEN CONSENT OF N P C C

Published monthly at the subscription rate of \$8.50 per year or 2 years \$15. Memberships may be shared by one family. Each yearly subscription is complete with 4 free 40 word classified ads. The American Can Collector, Box 608, Mt. Home, AR. 72653.

# The Pepsi strategy that's winning sales

## Knight News Services

Years ago, Pepsi-Cola hit the spot. Nowadays, Pepsi's spots do the hitting.

What may be the soft-drink industry's toughest, no-holds-barred advertising campaign is called the "Pepsi Challenge," and, in other markets where it has been introduced, it often makes a dramatic difference in Pepsi's sales. In one case, they reportedly doubled.

Pepsi's long-time archrival, Coca-Cola, retains its No. 1 position in the \$12-billion soft-drink market, but its lead has dwindled recently. Coke has about 24 percent of sales to Pepsi's 18 percent. Trailing are 7-Up, with 7 percent and Dr. Pepper, with 6.6 percent. In food-store sales, though, Pepsi has pulled ahead of Coke, 22.8 percent to 21.6 percent, according to the latest A.C. Nielsen Co. statistics.

The Challenge "has proven to be, from a marketing standpoint, a very successful advertising and promotion campaign," said John Balboni, marketing manager of the Pepsi-Cola division of PepsiCo Inc. in Purchase, N.Y. "We've had a substantial increase in sales volume in markets in which we run the Pepsi Challenge — considerably greater than the national average."

The Challenge is, essentially, a side-by-side blind taste test.

A consumer is given two glasses of soft drinks and, after sipping each, is asked which tastes better. The contents are then revealed; about 60 percent of the time, Pepsi says, the tester finds he or she preferred Pepsi to Coke. What makes the Challenge so uncharacteristically tough is the constant mention of Pepsi's competitor by name, and how Pepsi keeps besting it time and again.

"The thinking is, if you're the No. 2 soft drink in town and you taste better than the No. 1 soft drink, there's a lot of upside (potential) to telling the consumer that," Balboni explained.

In soft drinks, Coke is "a perceived gold standard," said Rick

Mervine, field marketing manager for the Pepsi-Cola Bottling Group of Michigan in Troy, where employees answer telephone calls with, "Take the Pepsi Challenge," instead of "hello."

Bottlers view the challenge as a weapon, by which they can "once and for all dispel the gold standard," he said. "The way to do it is to let the consumers decide what they prefer. We will now prove to everybody, including Coca-Cola drinkers, that they prefer the taste of Pepsi over Coke."

In addition to print and broadcast advertising and promotional material (point-of-purchase displays, truck signs), Challenge booths for conducting the tests are set up at shopping centers, supermarkets and fairs.

The Challenge also is a clever way to whittle away at a Coca-Cola strength, that "because Coke had been the leader for such a long time, it became a generic," Balboni said. If you "wanted a gelatin dessert, 99 percent of the people would ask for Jell-O. This is one way we're trying to overcome that ingrained attitude to buying cola products."

The Challenge was created by Pepsi's advertising agency, Batten, Barton, Durstine & Osborn, in 1975. It was first used in the Dallas-Ft. Worth area. Since then, it has been run in about 35 markets, always on a local, bottler-by-bottler basis, rather than as a national, thematic campaign. It's done that way to focus on areas "in which Coke had an advantage," Balboni said.

The Pepsi Challenge is, in its own way, a reminder of the famous campaign that put Pepsi on the map. In 1933, after years under Coke's shadow, Pepsi came out with a bottle twice as large as Coke's and began a radio campaign that for years was a forerunner of its comparative challenge advertising:

Pepsi-Cola hits the spot.  
Twelve full ounces, that's a lot.  
Twice as much for a nickel, too.  
Pepsi-Cola is the drink for you.



## POP CAN COLLECTORS GUIDE

By: Paul Bates

A Comprehensive 74 Page Book For The  
**POP CAN COLLECTOR**

- Over 7,000 Different Cans Listed
- More Than 1200 Pictures
  - A Listing Of All Known Brands And Sets
  - Special Sections For The Coke And Pepsi Collectors

In Handy Notebook Form For Easy Updates and Listing Of Your Collection.

Send Only \$12.95  
(Plus \$1.00 Postage) To:  
Can World  
Ridgecrest Dr.  
Goodlettsville, TN 37072

Please also send the  
Can World Pop Can Collectors  
Brand And Canners Listing  
For \$3.00

# Canada Dry deal to firm Dr Pepper

By Betsy Stiteler  
Staff Writer of The News

During 1980, Dr Pepper eeked out a third place ranking in its bid to quench America's thirst, with 7 percent of the market it narrowly passed 7-Up sales. In 1981, strengthening that position became a priority for the Dallas-based company and acquisition became the method.

The agreement to pick up the marketing rights for the Welch line of carbonated soft drinks, completed in September, added potential to the Dr Pepper drink line but only .5 percent of the market.

However, if the acquisition of Norton Simon's Canada Dry Corp. business is approved — a preliminary agreement was announced late Tuesday with the sale expected in December — Dr Pepper will leave 7-Up in the dust.



With Canada Dry, Dr Pepper would capture about 10.5 percent of the soft drink market. No. 4 ranked 7-Up has about 6.5 percent of the market, while No. 2 Pepsico has an 18 percent market share. Coca-Cola still easily outstrips the others with a 24 percent market share.

Canada Dry, a leading seller of ginger ale, sparkling water and tonic, shipped about 150 million cases of beverages last year, while Dr Pepper shipped between 350 million and 400 million, according to industry analysts.

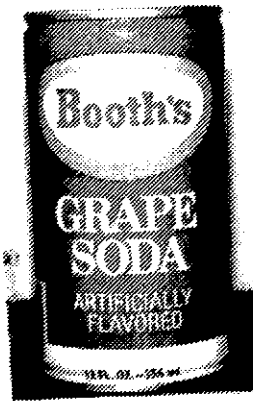
# NEW ISSUES



COTTON CLUB OF CLEVELAND



SET OF 6 DIFFERENT BRITISH AMERICAN BEV. OF SCOTIA NY



FRANKS BEV. OF PHILADELPHIA



A-TREAT ALLENTOWN PA.



BEV-PAK SCOTIA NY

BEATRICE FOODS OF LOUISVILLE KY



FAYGO DETROIT

CURTIS BURNS OAK FIELD NY



COKE "KZAP" RADIO STATION BY COKE OF SACRAMENTO, CAL

POP SHOPPE BY SCOTT BEV OF INDEPENDENCE MO



CANA BY GREAT LAKES CANNING OF TWINSBURG OHIO

All ads are 10¢ per word. When using the FREE ad certificate, be sure it accompanies your ad request. If your ad totals over 50 words and you are using the certificate, include 10¢ for each additional word or they will be deleted. If no payment or certificate is sent, the ad will not be printed. Non members rates are 15¢ per word, which includes a copy of the newsletter in which the ad appears.

Display ads.... $\frac{1}{4}$  page \$12.00  $\frac{1}{2}$  page...\$20.00 full page...\$35.00

Ad deadline is the 21st of each month, any ad received after the 21st will be printed in the following issue, unless stated otherwise.

\*\*\*\*\*

ADS

\*\*\*\*\*

FREE !! Buy 2 cases, get the 3rd case free ! 2 cases for \$11.00 plus \$2.00 postage, the 3rd case is free. Regional cans, Michigan 10¢ refund cans, 10 oz Canadian cans and many others are included. No rust-no junk-no dumpers. Send today before supply runs out.

Barb Bauer #466, 1437 Old Squire Lane, Port Huron, Michigan 48060

Send 24 different local, bottom opened, pop flavors or beer cans and receive 30 of my local pop cans, or send 48 and receive 60. Send 36 different national pop flavors-receive 20 of my local pop cans. Ken DeMary #564, 6332 South Spotswood Street, Littleton, Colorado 80120

WANTED! Frostie free can offer, Hi C jogging suit offer, Coke radio station KZAP, RC Milwaukee Open and other special issue cans. Will buy or trade. Have Mountain Dew free can offer, Pepsi Susqueutennial and others to trade.

John C Hantz #193, 6846 New Jersey, Hammond, Indiana 46323

Collection For Sale !! Must sell all 1,118 plus 100 extras. Includes all sizes. Will sell as a lot or will break up. Includes many special issue sets (not complete). Best offer. Call 319-988-3628 between 6:30 & 10:00 pm weekdays or write;

Tom Schipper #445, 115 Sunny Circle, Hudson, Iowa 50643

FOR SALE: 2500 plus pop can collection and 3000 traders, to one buyer at 15¢ per can plus shipping charges. Bob Luethge #337, Box 192, Black Creek, Wisconsin 54106 tel 414-984-3893

My root beer collection FOR SALE, by the can. 3,125 different, over 453 brands, many scarce and unlisted brands and old cone tops, flat tops and tab tops. Also have 3,000+ other flavors-cheap!! Buy them from my old lists at 30% off, or the whole group! Also many nice root beer "go-withs". Send \$1.00 for 10 page list (typed) of root beer items.

Micheal L. Taylor, 412 Woodlawn, Royal Oak, Michigan 48073 tel. 313-589-2387

FDR TRADE: Fedcal, Mexicola, Loris, Spartan, and many other brands. Also Michigan labeled soda cans. Please send want lists! Will answer all letters. WANTED; Frostie offer can and sugar free Mountain Dew. Dennis Fewless #163, Route 2-Box 47A, Delavan, Wisconsin 53115

Collection of pop cans and bottles-all my cans are up for sale at 50¢ or 75¢ each, plus postage. Includes many dumper flat tops as well as mint cans. Many old painted label bottles for sale at \$1.00 each. Send for list.

Paul Burden #488, P O BOX 218, Medfield, MASS 02052

**THE AMERICAN CAN COLLECTOR** - The only informal can collecting newsletter that covers everything from beer cans, can show evaluations, breweriana, antique advertising, occasionally pop cans and brewery biz. A monthly report featuring our two editorials, Comment & Opinion, and Jeemy's. Also we have an ACC MEMBERS ONLY page, (ACC buys many items in quantity and offers these to the membership at reduced prices), JC's, (a monthly advertiser), display & classified ads, calander of events (featuring the shows ACC will attend). All this for only \$ 8.50 per year which also includes 4 free ads. Sample copy only 3/15¢ stamps, satisfaction guaranteed.

THE AMERICAN CAN COLLECTOR, BOX 608, Mountain Home, Arkansas 72653