

Table 22.4. Segments identified among cola consumers

	Segment				
	1	2	3	4	5
<i>Base size</i>	61	137	37	12	15
<i>Additive constant</i>	67	68	59	49	65
Segment 1: Classic, Coca-Cola drinkers					
E32 From Coca-Cola	10	0	10	2	-1
E09 An ice cream float-cola, ice cream . . . chilled and tasty	5	-8	7	-5	-7
E06 Diet cola with a slice of lemon . . . the world's most perfect drink!	-14	-34	-17	12	17
E31 From Pepsi	-18	5	-14	22	7
E30 From Dr Pepper	-18	-7	14	13	-5
E29 From Tab	-24	-19	-20	-5	-1
E28 From RC Cola	-24	-6	-9	-9	3
Segment 2: Pepsi drinkers					
E31 From Pepsi	-18	5	-14	22	7
E11 Fortified with important vitamins and minerals for your body	0	-6	-3	-12	-9
E28 From RC Cola	-24	-6	-9	-9	3
E12 With twice the jolt from caffeine . . . gives you just the added energy you need	-3	-7	-6	-15	-28
E30 From Dr Pepper	-18	-7	14	13	-5
E09 An ice cream float—cola, ice cream . . . chilled and tasty	5	-8	7	-5	-7
E16 Flavored colas . . . cherry, vanilla, lemon . . . whatever you're looking for	-1	-10	5	2	-2
E04 Cola . . . The dark brown color, faint smell of vanilla, and bubbles tell you, you have real cola	1	-12	2	-10	-19
E05 Cola . . . all the taste but only one calorie	3	-13	-4	-13	8
E29 From Tab	-24	-19	-20	-5	-1
E06 Diet cola with a slice of lemon . . . the world's most perfect drink!	-14	-34	-17	12	17
Segment 3: Traditionalists					
E30 From Dr Pepper	-18	-7	14	13	-5
E32 From Coca-Cola	10	0	10	2	-1
E09 An ice cream float—cola, ice cream . . . chilled and tasty	5	-8	7	-5	-7
E01 A Traditionalist cola . . . just the way you like it	3	4	6	9	6
E07 A thick slushy of cola and ice	4	-1	6	5	1
E16 Flavored colas . . . cherry, vanilla, lemon . . . whatever you're looking for	-1	-10	5	2	-2
E02 Carbonated, sparkling Cola . . . just the right amount of taste and bubbles	3	3	5	6	-4
E10 Drinking Cola is so inviting	2	1	5	5	-6
E12 With twice the jolt from caffeine . . . gives you just the added energy you need	-3	-7	-6	-15	-28
E03 A perfect beverage . . . with breakfast, lunch, a break, or dinner	0	1	-7	-5	-5
E28 From RC Cola	-24	-6	-9	-9	3
E31 From Pepsi	-18	5	-14	22	7
E06 Diet cola with a slice of lemon . . . the world's most perfect drink!	-14	-34	-17	12	17
E29 From Tab	-24	-19	-20	-5	-1
Segment 4: Impressionables					
E31 From Pepsi	-18	5	-14	22	7
E30 From Dr Pepper	-18	-7	14	13	-5
E18 So refreshing . . . you have to drink some more	1	2	2	12	-6
E06 Diet cola with a slice of lemon . . . the world's most perfect drink!	-14	-34	-17	12	17

(continued)