

images of diet pepsi

images of diet pepsi serve as a powerful visual tool in marketing, brand recognition, and consumer engagement. These images capture the essence of Diet Pepsi's branding, packaging, and product presentation, which are crucial for both online and offline promotional activities. From vibrant advertisements to sleek packaging designs, images of Diet Pepsi showcase the product's appeal and help reinforce its identity as a popular diet soda choice. This article delves into the various aspects of Diet Pepsi's imagery, including its packaging evolution, marketing materials, and how these visuals impact consumer perception. Additionally, it explores the role of digital images in e-commerce and social media, highlighting best practices for using images of Diet Pepsi to maximize brand visibility. The following sections provide a detailed overview of the significance and applications of these images in the contemporary beverage market.

- Evolution of Diet Pepsi Packaging Images
- Marketing and Advertising Images of Diet Pepsi
- Impact of Images of Diet Pepsi on Consumer Behavior
- Use of Images of Diet Pepsi in Digital and Social Media
- Best Practices for Using Images of Diet Pepsi

Evolution of Diet Pepsi Packaging Images

The visual representation of Diet Pepsi packaging has undergone significant changes since its introduction in 1964. Images of Diet Pepsi packaging reflect the brand's efforts to stay modern, appealing, and aligned with consumer preferences. The packaging designs, as captured in these images, highlight the shift in branding strategies, from early minimalist designs to more vibrant and dynamic visuals used today.

Early Packaging Designs

Images of Diet Pepsi from the 1960s and 1970s show simple, monochromatic cans and bottles with straightforward typography. These early designs emphasized the product's diet aspect, often using silver and white colors to convey a clean and healthy image. The logos were less stylized, focusing on readability and clarity.

Modern Packaging Innovations

Contemporary images of Diet Pepsi packaging display bold colors, glossy finishes, and the iconic Pepsi globe logo. Modern cans and bottles incorporate eye-catching blue and silver hues, sleek fonts,

and design elements that appeal to younger consumers. These visuals emphasize refreshment, lifestyle, and energy, aligning with current marketing trends.

- Transition from monochrome to vibrant colors
- Introduction of ergonomic bottle shapes
- Incorporation of recyclable materials highlighted in images
- Seasonal and limited-edition packaging variations

Marketing and Advertising Images of Diet Pepsi

Images of Diet Pepsi used in marketing and advertising campaigns are crafted to capture attention and communicate the brand's message effectively. These visuals play a crucial role in defining the product's identity in a competitive market, utilizing both traditional and digital media platforms.

Print and Outdoor Advertising

Print ads and billboards featuring images of Diet Pepsi often focus on lifestyle appeal, showcasing the product alongside active, health-conscious individuals. These images highlight the drink as a refreshing, low-calorie alternative to regular soda, reinforcing its diet-friendly benefits.

Television and Digital Campaigns

Television commercials and digital ads use dynamic images of Diet Pepsi, often combining motion graphics with product shots. These marketing visuals emphasize boldness and energy, targeting millennials and Gen Z consumers. Product placement in popular media also contributes to the brand's visual presence.

Impact of Images of Diet Pepsi on Consumer Behavior

Visuals play a critical role in influencing consumer decisions, and images of Diet Pepsi are no exception. The way the product is presented visually affects perceptions of taste, healthiness, and brand loyalty.

Brand Recognition and Loyalty

Consistent use of distinctive images of Diet Pepsi strengthens brand recognition. Consumers are more likely to remember and choose products with familiar visual cues, such as the Pepsi globe and signature colors. This recognition fosters brand loyalty over time.

Perceived Health Benefits

Images emphasizing the “diet” aspect, such as low-calorie claims and clean packaging design, influence consumers to perceive Diet Pepsi as a healthier soda option. Visual cues in advertising help reinforce this perception, making the product more attractive to health-conscious buyers.

Use of Images of Diet Pepsi in Digital and Social Media

The digital age has transformed how brands utilize images, with social media and e-commerce platforms relying heavily on high-quality visuals. Images of Diet Pepsi are essential components in these strategies.

Social Media Engagement

Images of Diet Pepsi on platforms like Instagram, Facebook, and Twitter are designed to engage users through vibrant, shareable content. These visuals often feature trendy settings, influencers, and lifestyle elements that resonate with target audiences, enhancing brand interaction.

E-Commerce and Online Retail

In online stores, clear and appealing images of Diet Pepsi packaging and cans influence purchase decisions. High-resolution images that showcase product details, labeling, and packaging size are critical for customer trust and conversion rates.

Best Practices for Using Images of Diet Pepsi

Effective use of images of Diet Pepsi requires attention to quality, consistency, and relevance. Brands and marketers should consider several best practices to maximize the impact of these visuals.

Image Quality and Resolution

High-resolution images ensure clarity and professionalism, particularly important for digital platforms and print media. Blurry or pixelated images can harm brand perception and reduce consumer confidence.

Consistent Branding Elements

Maintaining consistent colors, logos, and design themes across all images helps reinforce brand identity. Consistency aids in consumer recognition and builds trust.

Contextual Relevance

Images should align with the marketing message and target audience. For example, images featuring active lifestyles suit health-conscious campaigns, while urban settings may appeal to younger demographics.

- Use natural lighting and authentic settings for relatable imagery
- Incorporate seasonal themes to keep content fresh
- Ensure compliance with brand guidelines for logo usage
- Utilize diverse models and scenarios to broaden appeal

Frequently Asked Questions

What are images of Diet Pepsi typically used for?

Images of Diet Pepsi are commonly used for advertising, marketing campaigns, product reviews, and social media promotions to showcase the product's branding and packaging.

Where can I find high-quality images of Diet Pepsi?

High-quality images of Diet Pepsi can be found on the official PepsiCo website, stock photo websites like Shutterstock or Getty Images, and through licensed marketing materials.

Are there any trademark restrictions on using images of Diet Pepsi?

Yes, images of Diet Pepsi are trademarked and using them for commercial purposes without permission can violate intellectual property rights. It's important to obtain proper licenses or use images provided by PepsiCo.

How has the design of Diet Pepsi packaging changed over the years in images?

Images show that Diet Pepsi packaging has evolved from simple blue and silver cans to more modern designs featuring updated logos, refreshed color schemes, and contemporary typography to appeal to changing consumer preferences.

Can I use images of Diet Pepsi for my blog or social media?

You can use images of Diet Pepsi for personal, non-commercial use such as blogs or social media, but it's best to use authorized or royalty-free images and credit the source to avoid copyright issues.

What visual elements are commonly highlighted in Diet Pepsi images?

Images of Diet Pepsi often highlight the sleek can design, the brand logo, the low-calorie or zero-sugar messaging, and refreshing beverage visuals like condensation or ice to emphasize freshness.

Are there any famous advertising campaigns featuring images of Diet Pepsi?

Yes, famous campaigns like the 'Light Taste, Great Pepsi' ads have prominently featured striking images of Diet Pepsi cans and bottles to reinforce brand identity and appeal to diet-conscious consumers.

How do images of Diet Pepsi differ from regular Pepsi in marketing?

Images of Diet Pepsi typically emphasize the 'Diet' or 'Zero Calories' label and often use lighter or silver color tones, whereas regular Pepsi images focus on the classic blue and red branding to highlight the original flavor.

Can images of Diet Pepsi be used in presentations or educational materials?

Yes, images of Diet Pepsi can be used in presentations or educational materials under fair use, especially when discussing marketing, nutrition, or beverage industry topics, but proper attribution is recommended.

What are common visual trends in recent Diet Pepsi images?

Recent Diet Pepsi images often incorporate minimalist design, vibrant colors, lifestyle settings, and digital art to appeal to younger audiences and align with modern branding aesthetics.

Additional Resources

1. The Sparkling Sip: A History of Diet Pepsi

This book explores the fascinating history of Diet Pepsi from its inception to its status as a beloved low-calorie soda. It delves into the marketing strategies, cultural impact, and evolving consumer tastes that shaped the brand. Readers will gain insight into how Diet Pepsi carved its niche in the competitive soft drink market.

2. Fizz and Flavor: The Science Behind Diet Sodas

An engaging look at the science of diet sodas, including Diet Pepsi, this book explains the role of artificial sweeteners, carbonation, and flavor chemistry. It also examines health debates and regulatory perspectives surrounding diet beverages. Perfect for readers curious about what goes into that refreshing can.

3. Pop Culture and Pepsi: A Diet Soda Icon

This book chronicles Diet Pepsi's presence in pop culture, from celebrity endorsements to appearances in movies and TV shows. It discusses how the brand has influenced and reflected societal trends over the decades. Fans of advertising and media will enjoy this lively exploration.

4. *The Diet Pepsi Diet: My Journey to Health and Wellness*

A personal memoir and health guide, this book recounts one individual's experience incorporating Diet Pepsi into a balanced lifestyle. It offers practical tips for enjoying diet sodas responsibly while pursuing fitness and nutrition goals. Inspirational and informative, it's a fresh take on diet culture.

5. *Marketing Bubbles: The Advertising Evolution of Diet Pepsi*

This title examines the creative and strategic advertising campaigns that propelled Diet Pepsi to success. From print ads to digital marketing, the book analyzes how Diet Pepsi communicated its brand message. It's an essential read for marketing enthusiasts and brand strategists.

6. *The Sweet Debate: Artificial Sweeteners in Diet Pepsi*

Focused on the controversies and science behind artificial sweeteners used in Diet Pepsi, this book presents balanced perspectives on safety and health concerns. It also reviews regulatory guidelines and ongoing research. Readers will gain a comprehensive understanding of this complex topic.

7. *Refreshing Alternatives: Comparing Diet Pepsi and Other Diet Sodas*

This comparative study evaluates Diet Pepsi alongside competing diet sodas, considering taste, ingredients, and consumer preferences. The book includes expert reviews and consumer testimonials. It's a valuable resource for anyone trying to choose their ideal diet soda.

8. *Soda Pop Revolution: How Diet Pepsi Changed the Beverage Landscape*

This book outlines the broader impact of Diet Pepsi on the beverage industry, including innovation in low-calorie drink options. It discusses how Diet Pepsi influenced competitors and prompted new product development. Industry professionals and soda lovers alike will find this insightful.

9. *Behind the Can: The Production and Packaging of Diet Pepsi*

Offering a behind-the-scenes look, this book details the manufacturing processes, quality control, and packaging technology of Diet Pepsi. It highlights sustainability efforts and the challenges of maintaining product consistency. A must-read for those interested in food production and industrial design.

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medicine (ophthalmology, sport medicine, pharmacology, sleep medicine). The book provides recent research results in optimization-based visualization. Evolutionary algorithms and a two-level optimization method, based on combinatorial optimization and quadratic programming, are analyzed in detail. The performance of these algorithms and the development of parallel versions are discussed. The utilization of new visualization techniques to improve the capabilities of artificial neural networks (self-organizing maps, feed-forward networks) is also discussed. The book includes over 100 detailed images presenting examples of the many different visualization techniques that the book presents. This book is intended for scientists and researchers in any field of study where complex and multidimensional data must be represented visually.

images of diet pepsi: *How to Build Your Brand* Laurence Lubin, 2022-04-22 Brand Strategy is the most important marketing talent. A 2020 Gartner Survey of 400 CMO's cited Brand Strategy as the most needed skill, more valuable than analytics, UX, digital commerce. Previous books on the subject analyze the qualities and characteristics of well-regarded brands. What these books don't offer are the how to's of branding. This book empowers readers by teaching them the author's unique, time-tested Success Model, and step-by-step, repeatable method for successful brand building. After reading this insightful book, you will learn how to: Develop big picture insight that inspires big brand ideas Use imagery to understand the fundamental human values that give our life meaning as well as learn about the feelings that reveal our hopes and dreams. Develop highly motivating brand concepts that link to our values and aspirations. Create the tactical roadmap to implement the concepts. The author clearly shares the: Success Model that defines the world's most successful brands. Case studies that demonstrate the Model in action. Step-by-step method to implement the model. The evidence -- scientific and psychological -- that supports the model and method. Essentially, this book empowers readers to become skilled brand builders enabling them to succeed personally, socially, and professionally. For more information on this book, please visit: www.howtobuildyourbrand.net

images of diet pepsi: Image Makers Robert Jackall, Janice M. Hirota, 2000-07-20 Talking dogs pitching ethnic food. Heart-tugging appeals for contributions. Recruitment calls for enlistment in the military. Tub-thumpers excoriating American society with over-the-top rhetoric. At every turn, Americans are exhorted to spend money, join organizations, rally to causes, or express outrage. *Image Makers* is a comprehensive analysis of modern advocacy-from commercials to public service ads to government propaganda-and its roots in advertising and public relations. Robert Jackall and Janice M. Hirota explore the fashioning of the apparatus of advocacy through the stories of two organizations, the Committee on Public Information, which sold the Great War to the American public, and the Advertising Council, which since the Second World War has been the main coordinator of public service advertising. They then turn to the career of William Bernbach, the adman's adman, who reinvented advertising and grappled creatively with the profound skepticism of a propaganda-weary midcentury public. Jackall and Hirota argue that the tools-in-trade and habits of mind of image makers have now migrated into every corner of modern society. Advocacy is now a vocation for many, and American society abounds as well with technicians in moral outrage, including street-smart impresarios, feminist preachers, and bombastic talk-radio hosts. The apparatus and ethos of advocacy give rise to endlessly shifting patterns of conflicting representations and claims, and in their midst *Image Makers* offers a clear and spirited understanding of advocacy in contemporary society and the quandaries it generates.

images of diet pepsi: Deceptive Image Lil Asbell, 2001-07-18 In the Tonto National Forest near Phoenix, Az, a small plane crashes and leaves a seventeen-year-old girl homeless. Although she survives the crash, her mental state is severely strained as she has suffered abuse at the hands of her adopted parents. Her grandparents refuse to accept her into their lives, and she is to become a ward of the state unless her biological mother can be found. She expresses a desire to the lawyer of her parents' estate that he locate this woman. In Pinehurst, N.C. Jeri McKenna receives a Special Delivery letter notifying her of the crash and the young girl's wish. It is a frightening disclosure for Jeri who has never revealed the truth to her new family. After much soul-searching, she responds to

the girl's plea, and Jeri leaves for Phoenix where a battle of emotions is played out between the two before their return to Pinehurst where they hope to come to terms with the past, Jeri's rape, and Liz's abuse.

images of diet pepsi: Language and Image in the Reading-Writing Classroom Kristie S. Fleckenstein, Linda T. Calendrillo, Demetrice A. Worley, 2002-02-01 This volume offers concrete answers to the question of how we can use imagery to enrich the teaching of reading and writing. The chapters are organized according to two guiding principles. First, each addresses specific aspects of the inextricable integration of imagery and language in the teaching of reading and writing. Imagery is not privileged over language; the fusion of the two is emphasized. Second, each focuses on a particular kind of imagery--mental, graphic, or verbal--describing teaching/learning strategies based on the deployment of that kind of imagery in the classroom. There is currently a renewed acknowledgment of the importance of imagery in meaning. The rapid spread of the World Wide Web, computer interfacing, and virtual reality further highlights the need to attend to the influence of imagery in a networked world. In response to these shifts in scholarly and cultural perspectives, NCTE has established a committee on visual literacy, and an emphasis on visual literacy has been incorporated into the IRA/NCTE Standards for the English Language Arts. This book contributes significantly toward filling the need for explicit and specific theory-based methods teachers can use to integrate imagery into their pedagogy. Accessible and lively chapters include classroom activities and student-generated examples. *Language and Image in the Reading-Writing Classroom* is an excellent text for preservice and in-service pedagogy courses and an important resource for practicing teachers, researchers, and professionals in the field.

images of diet pepsi: Double Image David Morrell, 2024-09-24 After a harrowing experience in Bosnia, war photographer Mitch Coltrane makes a vow. From now on, he will only take those pictures that celebrate life; that document hope instead of despair. Still, wartorn images continue to haunt him. He learns to shield himself by fixating on a beautiful woman in an old photograph. But slowly he grows obsessed. Who is she? He must know. And as Coltrane searches for answers, he falls hopelessly in love, forgetting that the past can sometimes intrude on the present, with terrifying consequences.

images of diet pepsi: Killer Pictures Hope Madden, 2025-06-17 It's late, and Dez should go to bed, but instead, she keeps watching horror movies for the Mayhem & Madness Film Festival. She sees a new one pop up in her to-review queue: Adam. That's a funny title, she thinks, since there's another judge named Adam. But instead of watching, she goes to bed, and by the time she wakes up, the judge named Adam has killed his wife and himself, and the film, Adam has disappeared from the judging queue. In its place is a film called Grant — the name of another judge. Is Grant doomed to Adam's fate? Will Dez see her own name as a film title? If she does, will she dare watch it? Welcome to the Mayhem & Madness film festival, where the judges are committed and the pictures are killer.

images of diet pepsi: Fast Food and Junk Food Andrew F. Smith, 2011-12-02 This fascinating and revealing work examines the incredible power of junk food and fast food—how nostalgic we are about them, the influence of the companies that manufacture or sell them, and their alarming effect on our country's state of health. In the last half century, junk food and fast food have come to play an extremely important role in American economic, historical, cultural, and social life. Today, they have a major influence on what Americans eat—and how healthy we are (or aren't). *Fast Food and Junk Food: An Encyclopedia of What We Love to Eat* tells the intriguing, fun, and incredible stories behind the successes of these commercial food products and documents the numerous health-related, environmental, cultural, and politico-economic issues associated with them. With more than 700 alphabetically arranged entries, this two-volume encyclopedia contains enough listings to allow readers to research a wide range of fascinating topics. The author treats the massive amount of subject material within this reference title in a fair and balanced manner. A secondary focus of this encyclopedia is to chart the spread of some American fast food chains and commercially produced junk foods internationally.

images of diet pepsi: Decoding Coca-Cola Robert Crawford, Linda Brennan, Susie Khamis,

2020-12-07 This collection of essays delves into the Coke brand to identify and decode its DNA. Unlike other accounts, these essays adopt a global approach to understand this global brand. Bringing together an international and interdisciplinary team of scholars, *Decoding Coca-Cola* critically interrogates the Coke brand as well its constituent parts. By examining those who have been responsible for creating the images of Coke as well as the audiences that have consumed them, these essays offer a unique and revealing insight into the Coke brand and asks whether Coca-Cola is always has the same meaning. Looking into the core meaning, values, and emotions underpinning the Coca-Cola brand, it provides a unique insight into how global brands are created and positioned. This critical examination of one of the world's most recognisable brands will be an essential resource for scholars researching and teaching in the fields of marketing, advertising, and communication. Its unique interdisciplinary approach also makes it accessible to scholars working in other humanities fields, including history, media studies, communication studies, and cultural studies.

images of diet pepsi: *MRI from Picture to Proton* Donald W. McRobbie, Elizabeth A. Moore, Martin J. Graves, Martin R. Prince, 2007-02-15 *MRI from Picture to Proton* presents the basics of MR practice and theory in a unique way: backwards! The subject is approached just as a new MR practitioner would encounter MRI: starting from the images, equipment and scanning protocols, rather than pages of physics theory. The reader is brought face-to-face with issues pertinent to practice immediately, filling in the theoretical background as their experience of scanning grows. Key ideas are introduced in an intuitive manner which is faithful to the underlying physics but avoids the need for difficult or distracting mathematics. Additional explanations for the more technically inquisitive are given in optional secondary text boxes. The new edition is fully up-dated to reflect the most recent advances, and includes a new chapter on parallel imaging. Informal in style and informed in content, written by recognized effective communicators of MR, this is an essential text for the student of MR.

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images of diet pepsi: *Food in America* Andrew F. Smith, 2017-02-16 This three-volume work examines all facets of the modern U.S. food system, including the nation's most important food and agriculture laws, the political forces that shape modern food policy, and the food production trends that are directly impacting the lives of every American family. Americans are constantly besieged by conflicting messages about food, the environment, and health and nutrition. Are foods with genetically modified ingredients safe? Should we choose locally grown food? Is organic food better than conventional food? Are concentrated animal feed operations destroying the environment? Should food corporations target young children with their advertising and promotional campaigns? This comprehensive three-volume set addresses all of these questions and many more, probing the problems created by the industrial food system, examining conflicting opinions on these complex food controversies, and highlighting the importance of food in our lives and the decisions we make each time we eat. The coverage of each of the many controversial food issues in the set offers perspectives from different sides to encourage readers to examine various viewpoints and make up their own minds. The first volume, *Food and the Environment*, addresses timely issues such as climate change, food waste, pesticides, and sustainable foods. Volume two, entitled *Food and Health and Nutrition*, addresses subjects like antibiotics, food labeling, and the effects of salt and sugar on our health. The third volume, *Food and the Economy*, tackles topics such as food advertising and marketing, food corporations, genetically modified foods, globalization, and megagrocery chains. Each volume contains several dozen primary documents that include firsthand accounts written by promoters and advertisers, journalists, politicians and government officials, and supporters and critics of various views related to food and beverages, representing speeches, advertisements, articles, books, portions of major laws, and government documents, to name a few. These documents provide readers additional resources from which to form informed opinions on food issues.

images of diet pepsi: Images that Injure Paul Martin Lester, 1996 A collection of essays that discuss visual messages that harm and perpetuate misleading myths about members of various culture groups.

images of diet pepsi: **Advanced Crime Scene Photography** Christopher D. Duncan, 2023-03-30 The ability to thoroughly and accurately photograph a crime scene is a mandate for all investigators, regardless of the time of day, weather conditions, or confines within which a piece of evidence is concealed. Evidence is commonly found in locations that are some of the most difficult to access and photograph. Having the knowledge, wherewithal, and skills necessary to photograph evidence in less-than-accommodating environments is vital to a photographer's effectiveness and success. *Advanced Crime Scene Photography, Third Edition* takes a somewhat different approach to the subject over prior editions. Rather than assuming a crime scene investigator's or photographer's comfort with the operation of their cameras—and a basic understanding of apertures, shutter speeds, ISO values, and basic exposure calculations—the author has added coverage to provide a thorough review of basic photographic concepts, as a refresher to readers. And, for those less familiar or otherwise new to photography, such background makes the foundational concepts more understandable for those readers who require such information to understand the more advanced techniques covered later in the book. In addition to this background coverage, an entirely new chapter has been added to provide essential guidance on how to prepare and testify in court. Anyone with a camera phone can take a photograph in perfect lighting, with the subject sitting out in the open, and already positioned for the best composition. This book provides crime scene photographers with the skills necessary to record those same beautiful photographs in adverse condition, surrounded by tragedy, utilizing all the tools available to the investigator. The greatest tool a photographer has available to them is their brain. From start to finish, the value of quality crime scene photographs cannot be overemphasized; photographers must take control of their photographic endeavors, identify the challenges, design a plan to capture the image correctly, and then execute that plan. As such *Advanced Crime Scene Photograph, Third Edition* is written to help photographers achieve the goal of capturing the best possible images—especially in those difficult-to-capture, real-world environments and conditions—for utilization in capture illustrative images as admissible evidence and for usage in court. All photographers need to practice their craft, whether they are actively working cases as seasoned veterans or are just beginning their careers. This book provides the knowledge and skills essential to achieve career and professional success in crime scene photography.

images of diet pepsi: **The World's Greatest Brands** Nick Kochan, 1996-11-11 The magic of brands is as old as Coke and as young as Tango. But getting beneath the packaging to understand a brand's winning technique is tough. Why do Kellogg's or Barbie still remain the consumer's friend? Why should a computer name or a sporting logo win favour with consumers worldwide? *The World's Greatest Brands* asks such key questions of over 350 of the world's leading brands. Explanations of a brand's history, its management and exploitation will appeal to the expert and the consumer. Anecdotes and analysis are combined to explain the science and art that have contributed to great branding case histories. Also included here is branding consultancy Interbrand's ranking of the world's 100 most powerful brands along with their assessment of brand owners' skills and winning techniques. This is a unique compilation on a subject with a fascination for all consumers. No-one who enjoys the benefits of great brands can fail to enjoy and profit from this book.

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images of diet pepsi: *Murder in Los Lobos* Sue McGinty, 2011-02-21 Everyone loves Connie Mercado, daughter of a prominent local family. Everyone, that is, except whoever pushed her off the cliff into the Pacific Ocean, ruining a perfect June morning and bringing turmoil to this small Central

Coast community. Bella Kowalski, former nun, now an obituary writer for the local paper and an activist for nature conservancy, knows Connie's murder had something to do with plans to build a profitable but ill-advised wastewater treatment plant on environmentally sensitive land. And Connie is only the first victim in what becomes a thorny scandal, involving powerful politicians, corrupt local government, greed, family secrets, and skullduggery.

images of diet pepsi: *Encyclopedia of Pepsi-Cola Collectibles* Stoddard, 2011-02-28 The choice is clear and this comprehensive guide on Pepsi-Cola memorabilia is the only one collectors will need. Divided into four sections - signs, containers, novelties and toys, and paper collectibles - collectors will find everything from early Pepsi trays to cardboard signs, and matchbooks to toys. The *Encyclopedia of Pepsi-Cola Collectibles* features 2,000 individual items with current values, accurate descriptions, rarity ratings, and full-color photographs, and also presents a fascinating historical perspective of the Pepsi-Cola Company, including the evolution of their famous logo.

images of diet pepsi: Soda Goes Pop Joanna K. Love, 2019-07-10 From its 1939 "Nickel, Nickel" jingle to pathbreaking collaborations with Michael Jackson and Madonna to its pair of X Factor commercials in 2011 and 2012, Pepsi-Cola has played a leading role in drawing the American pop music industry into a synergetic relationship with advertising. This idea has been copied successfully by countless other brands over the years, and such commercial collaboration is commonplace today—but how did we get here? How and why have pop music aesthetics been co-opted to benefit corporate branding? What effect have Pepsi's music marketing practices in particular had on other brands, the advertising industry, and popular music itself? *Soda Goes Pop* investigates these and other vital questions around the evolving relationships between popular music and corporate advertising. Joanna K. Love joins musical analysis, historical research, and cultural theory to trace parallel shifts in these industries over eight decades. In addition to scholarly and industry resources, she draws on first-hand accounts, pop culture magazines, trade press journals, and other archival materials. Pepsi's longevity as an influential American brand, its legendary commercials, and its pioneering, relentless pursuit of alliances with American musical stars makes the brand a particularly instructive point of focus. Several of the company's most famous ad campaigns are prime examples of the practice of redaction, whereby marketers select, censor, and restructure musical texts to fit commercial contexts in ways that revise their aesthetic meanings and serve corporate aims. Ultimately, Love demonstrates how Pepsi's marketing has historically appropriated and altered images of pop icons and the meanings of hit songs, and how these commercials shaped relationships between the American music business, the advertising industry, and corporate brands. *Soda Goes Pop* is a rich resource for scholars and students of American studies, popular culture, advertising, broadcast media, and musicology. It is also an accessible and informative book for the general reader, as Love's musical and theoretical analyses are clearly presented for non-specialist audiences and readers with varying degrees of musical knowledge.

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