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| **Diet Coke**  Diet Coke is a good example of a product which is marketed in a successful way. Its target audience is mainly women. It has a number of other competitors, namely Pepsi, Fanta and 7-Up. Other products made by the same company are Coke Light and Coke Zero. Diet Coke has a number of unique selling points (USPs), the main one being it is calorie free. |

1. Choose **one** of the other case studies – Adidas, Chanel, or Apple – and use the Diet Coke case study above to ‘talk’ the example through with your partner.

2. Now write a similar description for either Adidas, Chanel or Apple.

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