

## 5.12: Critical Thinking Exercises

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1. Mountain Dew was introduced in 1940 and marketed as “moonshine,” complete with Willy the Hillbilly proclaiming “It’ll tickle yore innards!” Since PepsiCo acquired the brand in the 1960s, Mountain Dew has cycled through new looks, logos, slogans, packaging, flavors, and brand personalities now connected with speed and velocity rather than soda brewed in a whiskey still. Research Mountain Dew’s history and consider this question: How has Mountain Dew steadily moved away from other competitors in the soft drink industry in its positioning efforts, and do you believe this movement has grown consumers’ brand loyalty?
  2. The three-step STP model has proven successful in stepping systematically through the target market selection process. How has your college proceeded from segmentation to targeting to positioning effectively? Offer examples of each step and develop a perceptual map showing how the average high school student may perceive your college’s attributes versus its competitors’.
  3. Why might candy companies such as Lemonhead, Ghirardelli, Jelly Belly, PEEPS, Mike and Ike, and Welch’s Fruit Snacks pledge not to advertise to children under 12? Does this decision also send a message to parents?
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