**Topic 3.2 Product Trial and Repurchase: Activity**



1. Coca Cola are ready to introduce a new strawberry flavour soft drink to increase their product range. They have asked you to select four product trial strategies from the table below and justify your decisions before Coca Cola try to persuade customers to purchase the new product. Get into groups and produce a brief PPT presentation that you will use to help you justify to the directors of Coca-Cola that your strategies are the correct ones to choose.

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| **Product Trial**  **Strategy** | **Decision**  **(Yes/ No)** | **Explanation:** |
| Advertising |  |  |
| Free Publicity |  |  |
| Free Samples |  |  |
| User Testing |  |  |
| Low Trial Prices |  |  |
| Targeting Trade Buyers |  |  |