



## An Emblematic Product

Inca Kola is for Peruvians more than an ordinary soda. It represents their tradition, and local pride. It is the most successful Peruvian soft drink and no wonder, it is the first brand Peruvians abroad mention when they 1) \_\_\_\_\_ (ask) "what do you miss from Peru?". Inca Kola is one of the few soft drinks in the world that outsells Coca-Cola in its homeland, but the question is: What made this golden colored soft drink so popular?

Inca Kola's recipe 2) \_\_\_\_\_ still \_\_\_\_\_ (keep) a secret but some people say it 3) \_\_\_\_\_ (base) on a plant called lemon verbena (*Hierba Luisa*). The Golden Kola 4) \_\_\_\_\_ (launch) in 1935 by the Lindleys, an immigrant English family that began a small bottling company in 1910 in one of Lima's oldest and most traditional neighborhoods: El Rimac.

From the beginning, Inca Kola's founder, José R. Lindley worked hard to position Inca Kola as the only brand based on values, beliefs, traditions and standards of Peruvian culture. Therefore it 5) \_\_\_\_\_ (introduce) to the market with a name related to our ancestors and a logo with Inca motifs.

Their first slogan, "There is only one Inca Kola and it's like no other" (*Inca Kola sólo hay una y no se parece a ninguna*) without doubt marked Inca Kola's successful trajectory. By the mid 40's this unique flavor was already a market leader in Lima, and thanks to some bottling and production innovations at about that time, and through the late 50's, Inca Kola enjoyed an enormous increase in national consumption. By the 70's it 6) \_\_\_\_\_ (call) "Peru's Drink" (*La Bebida del Perú*) not only by the company but also by the entire population.

Inca Kola's popularity continued through the following decades. While Pepsi Cola and Coca Cola spent a lot of money and time trying to dominate the Peruvian market without success, Inca Kola masterfully marketed itself as the national flavor (*La Bebida del Sabor Nacional*) and by knowing the market, it targeted small shops and restaurants, offering incentives and marketing assistance, and to consumers, it offered a sweet and unique flavor for a low price (less than its rivals). But perhaps one of its most superb marketing strategies was to convince Peruvians (with its slogan *Inca Kola combina con todo*) that Inca Kola was the best complement to Peruvian food, which is without doubt Peruvian's pride.

Inca Kola is still #1 soda in the Peruvian consumer's mind and it is an example of how good knowledge of your local consumers, smart marketing and good quality can defeat well known brands and products. Inca Kola raises in Peruvians a sense of pride when thinking that Inca Kola 7) \_\_\_\_\_ (not overtake) by the most important beverage company in the world. Nowadays the Lindley Corporation has a strategic alliance with Coca Cola and hopes the quality of the Golden Kola will make this product popular overseas where it 8) \_\_\_\_\_ (sell) in places where there are large Peruvian and Latin American communities.

**Before reading**

- How often do you drink sodas?
- Which soda is your favorite one? Why?
- Which ads do you like on TV or the radio? Why?
- Why do you think the author refers to Inca Kola as an emblematic product?


**How many terms related to advertising do you know?**
**Match the words with the definitions.**

market (noun) slogan brand launch (verb) logo  
 market (verb) target (verb) consumer

- \_\_\_\_\_ = a short easily remembered phrase, especially one used to advertise an idea or a product
- \_\_\_\_\_ = the customers for a particular product or service
- \_\_\_\_\_ = to direct advertising or a product at someone
- \_\_\_\_\_ = design or symbol used by a company to advertise its products
- \_\_\_\_\_ = introduce something new such as a product
- \_\_\_\_\_ = a person who buys goods or services for their own use
- \_\_\_\_\_ = to make goods available to buyers in a planned way which encourages people to buy more of them, for example by advertising
- \_\_\_\_\_ = a product or group of products that has its own name and is made by one particular company

**1. Read the text and write the verbs in brackets in the correct form of passive voice.**
**2. Read the text again and mark the sentences T (True) or F (False)**

- We know for sure verbena is one of Inca Kola's components. \_\_\_\_\_
- Lindley Corporation was founded seventy six years ago. \_\_\_\_\_
- It was unusual for Coca Cola not to dominate the soda market. \_\_\_\_\_
- Inca Kola has always had a strong marketing strategy. \_\_\_\_\_
- One of Inca Kola's strenghts at the beginning was that it was different from other sodas. \_\_\_\_\_
- According to the text, Inca Kola's slogans have always been very successful. \_\_\_\_\_
- Nowadays it's very easy to find Inca Kola in other countries. \_\_\_\_\_
- It is important to know your potential consumers when launching a product. \_\_\_\_\_

**3. Discuss**

- Do you think advertising affects our desicions? Why or why not?

**4. In pairs create attractive slogans for your favorite product. Remember slogans have to be brief, easily expressed, easy to understand and remember.**