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“a case study in the  
context of marketing  
is an analysis of a  
project, campaign or  
company that  
identifies a situation,  
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solutions, implementation actions, and identification of those factors that contributed to failure or success.”

## 4 Marketing Case Study Examples + How to Write One ...

Prospects who aren't ready to buy – or who are “sitting on the

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ference” – tend to be resistant to even well-crafted marketing messages. But a bunch of well aimed marketing case studies can often tip the scales in your favour. “Sell benefits, not features” is good advice, but benefit-rich copy can actually deter prospects who haven’t reached the



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decision stage yet.

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PepsiCo's

International  
Marketing Strategy  
Pepsi was created by  
chemist named Caleb  
Bradham . He was  
inspired to experiment  
with various products

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and ingredients to create a suitable summer drink that became highly sought after way back in the summer of 1898.

Case Study:

PepsiCo's

International

Marketing Strategy ...

Business case studies give the company a platform to showcase

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the product or service as applied in real-life. Word of Mouth When a customer is satisfied and intrigued by the case study he has read, there is a high chance that he could become a vessel for word of mouth marketing when he talks about the company and its case to his peers.

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Cases about food and agriculture took center stage in 2018. A case on the coffee supply chain remained the top case and cases on burgers, chocolate, and palm oil all made the top ten, according



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to data compiled by  
Yale School of  
Management Case  
Research and  
Development Team  
(SOM CRDT). Other  
topics in the top ten  
included corporate  
social responsibility,  
healthcare, solar

Top 40 Most Popular  
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Case Study:  
Marketing Strategy of  
Walt Disney Company  
Main Elements of  
Brand Equity June 21,  
2013 December 21,  
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Management Case  
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Study Category :  
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American technology  
and multimedia  
company based in  
Burlington,  
Massachusetts. It  
specializes in audio  
and video. Avid  
products are now

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used in the television and video industry to create television shows, feature films, and commercials.

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Last update on April  
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report from CSO insights indicated that the percentage of salespeople making quota has dropped from 63 percent to 53 percent over a five-year period—from 2012 to 2016.

4 Sales Case Studies  
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