



# Branding

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amazon

Corporate brand

# IS IT THE TASTIEST ZERO CALORIE COLA EVER?

THERE'S ONLY ONE WAY TO FIND OUT.

Product brand



pepsi<sup>®</sup>  
black

MAX TASTE.  
ZERO CALORIES.  
NOW IN INDIA



# GET YOURS



Ingredient brand



Employee  
brand

# Personal brand

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<https://www.youtube.com/watch?v=4lx0O80r6Mc>







Co-branded product