Comparative and Chronological Study of Coca-cola and Pepsi Advertisements on 2012

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This study aimed at comparing and contrasting Coca-cola and Pepsi advertisements on 2012 which is based on discourse advertisements techniques, hidden persuasive techniques and psychology of colors as some branch of semiotic advertisement. Semiotic advertisement is some branch of critical discourse analysis includes text and image. For decades, Pepsi and Coca-cola were two famous brands. They were competing with one another. There are also Persian brands which due to manageability purposes have not been taken into account in the present study. Therefore; these two brands were based on amount of comparison. Their competition is in a way that worldwide advertisements called them battle of advertisements. This fact particularly became debating on 2012. So, the data collected is based on Coca-cola and Pepsi advertisements on 2012. The findings revealed that these two companies used Coca-cola more than Pepsi's advertisements.