

Read and determine which text answers the question. Write down the letters of paragraphs in the spaces of questions. **THERE IS ONE EXTRA TEXT:**

**Which company**

- 1) never speaks about its rival?
- 2) put a famous person to risk of being hurt?
- 3) is associated with the traditional American way of life?
- 4) tried to take away the rival's leading position on the market?
- 5) kept its formula in the secret?
- 6) advertised its product linking it with stylish and young people?

**A.** The world's best selling soft drink Coca-Cola is one of the symbols of the USA. For millions of Coke drinkers around the world, it is the product which sums up the American dream. At home in the United States, it stands for the traditional America — freedom, family life and family values and small town-America.

**B.** The receipt for Coke — code named Merchandise 7X — has remained unchanged since 1886 when John Styth Pemberton, a pharmacist from Atlanta, invented it, and the secrecy which surrounded it was legendary.

**C.** In recent years Coca-Cola has found itself under increasing pressure from its rival, Pepsi. The science of marketing teaches that the dominant company in a market never mentions its challengers. According to legend, the word "Pepsi" is never used at Cole's headquarters in Atlanta.

**D.** Pepsi has always been the industry's number two, but it has had a much more youthful image. It showed the customers that Pepsi was younger than Coke, newer than Coke, more fun than Coke and as a result of the Pepsi Generation advertising campaign positioned Pepsi as the drink of the young and fashionable.

**E.** Each American drinks around 230 litres of soft drinks a year. But how do they choose which drink to buy? Little by little the adverts helped Pepsi to eat away at Coca-Cola's dominant market positions. But despite this, in the early 70s Coke was still out selling Pepsi by two bottles to one.

**F.** Pepsi signed Michael Jackson at the peak of his fame. His album, Thriller, sold more than 40 million copies, to become the world's biggest seller of all time.

**G.** Jackson was highly paid for his work on the Pepsi campaign. But he certainly earned some danger money. Not only did he appear with wild animals, but while filming a TV advert, his hair was caught fire and he had to be rushed to hospital for treatment.