



# The Power of Blue

## The Story Of The Re-launch Of Thums Up

### CORPORATE LOGOS



The Indian soft drink beverage market is dominated by Coca-Cola India and PepsiCo. The market had grown over the years to become the third largest consumer of beverages after the US and China. The fact that the per capita consumption of soft drinks in India remained among the lowest in the world added to the high growth potential of the market. Since the 1990s the market had witnessed many price, distribution, and advertising wars between the two cola giants as they fought hard to corner a bigger share of the market. This story deals with the third player in the market who is in fact the leader of

the pack. We refer to Thums up and how its logo has ensconced it on the top of the soft drinks pile.

Thums Up is a carbonated soft drink popular in India, where its bold, red thumbs up logo is common. Introduced in 1977 to offset the expulsion of Coca-Cola and other foreign companies from India, The brand was bought out by Coca-Cola who, after unsuccessful attempts at killing it, later re-launched it in order to compete against Pepsi.

Thums Up, then owned by Ramesh Chauhan of Parle was a carefully built icon. With the Cola wars hotting up after the re-entry of Coke & Pepsi in 1992, a very unusual event happened. Ramesh Chauhan sold Thums Up to Coke. Thums Up went from being the only cola in the continent to facing competition from both Coca-Cola and Pepsi. Twenty-six years later it's still a top cola in



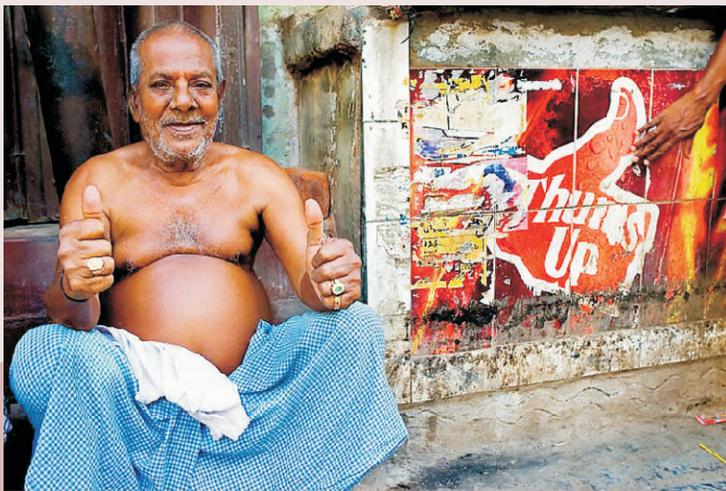
### Red Blue

The Thums Up logo was a red 'thumbs up' hand gesture with a slanted white sans-serif typeface. This would later be modified by Coca-Cola with blue strokes and a more modern-looking typeface.

The change was mainly done to reduce the dominant red color in their signage by offsetting it with a dash of blue. The point to be noted is that after the colour blue was added Thums Up has never looked back since.

Its famous caption until the early 1980s was, "Happy days are here again", coined by then famous copywriter Vasant Kumar, whose father was spiritual philosopher U.G.Krishnamurti. The caption became "I want My Thunder."

It is currently "Taste the thunder!"



The ubiquitous Thums up logo and the thumbs up sign all over India



## The Importance Of Shape And Color In A Logo

The word Thums Up is a deliberate misspelling of thumbs up . This is so because FMCGs (Fast Moving Consumer Goods sector) are not authorized by food laws to use dictionary words. The point being made here is that it is the shape and not the word that gives power to the logo. That, and the colors which in this case are the outstanding combination of blue & red.



## CORPORATE LOGOS



India and is one of the strongest brands in the country across categories. The brand name's positive associations of victory, achievement and celebration are apparently merited as it continues to do well despite a challenging landscape.

According to the latest data compiled by A C Nielsen. Thums Up, retains the top slot of the Rs 7,500-crore sparkling beverage industry in India. Limca, another soft drink from the erstwhile Parle brands that Coke bought over is being quietly buried and replaced with Sprite.

Sprite, the clear lemon drink from Coca-Cola, has overtaken Pepsi to emerge as the second leading brand in the country's soft drinks sector. ■

