



Analyst Weblog: Gary Stein

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Jones Soda Rules

I love **Jones Soda**. I think they are branding geniuses. In fact, I think Jones is the model for any CPG trying to figure out how to use the Internet. **They get it**. They've always used the Internet as a way to reach directly to their consumers and build relationships.

And now, I read (via **MarketingWonk**, thank you Rick *et al*) that Jones Soda is offering **Turkey and Gravy flavored soda**. Brilliant. And they're selling it online and...guess what? It's **sold out**. All the money went to Toys for Tots. Oh, and they got a *bit* of publicity over it, huh?

The Jones Soda story is great. It's clearly difficult to get grocery or convenience store space, because of some **dominant players**. So Jones put coolers in skate shops, tattoo parlors and record stores. They shifted the whole game and came up...well, not exactly beating the big guys, but clearly as players. I love the story, and this is a clinic in brand-building.

Posted by Gary Stein at November 25, 2003 05:49 PM

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