**Rebranding and Artful Nostalgia: A Case Study of the Pop Shoppe**

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In the context of a consumerist society, marketing is largely responsible for most economic trends. While overall market fluctuations and industry factors can influence buyers’ abilities to buy and general interest, the motivation to purchase one product over another in a given space is indicated mostly by the power of marketing and branding. Branding, which must be simultaneously compelling, engaging, interesting, and consistent across multiple channels, takes years to develop. But sometimes a brand can only get so far before it begins to deteriorate or lose interest (Muzellec and Lambkin p. 25). In these situations, the brand must evolve—but if it changes too much, it may alienate its original audience, and if it changes too little it will be doomed to failure. In such a position, a company must change or submit to destruction. By following the history and decisions related to the rise, fall, and rebirth of the Pop Shoppe in Canada, we can examine a real life application for these market and consumer trends (Muzellec and Lambkin p. 28).

The Pop Shoppe was a soda pop company founded initially in 1969. The company avoided utilizing the power of traditional retail stores, instead selling exclusively through franchised outlets and offering refillable bottles as a way of achieving sales (Rendon p. 2). Eventually catching on, the brand expanded, eventually selling over 30 flavors in stores all over Canada and in 12 states of the United States. But by the 1980s, sales began to radically slow, in part because of the high level of competition from other soda companies and retail stores (Rendon p. 4). Despite this, the company took no real corrective action in its marketing strategies or business approach. By the year 1983, the company’s sales had come to a halt, and the company was forced to completely close down, …

**References**

Muzellec, L. and Lambkin, M. C. “Corporate Rebranding: the art of destroying, transferring and recreating brand equity?” *European Journal Of Marketing*, 2006.

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