FRAMEWORK

The OBPPC Model

Occasion → Brand → Pack → Price → Channel. Coca-Cola's consumer discipline, applied to a modern funnel.

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O — Occasion
STEP 1 OF 5

The moment of consumption, not the person.

- Map triggers by time of day, location and social setting
- The Casual Chill-Out — low effort, comfortable, price-sensitive
- The Social Flex — visible, aspirational, content-ready
- The On-the-Go Reset — convenience and instant gratification

Where it breaks: Static personas. Same buyer, different moment, different job.

B — Brand
STEP 2 OF 5

The unspoken job your product does in a social setting.

- Position at the intersection of brand utility and cultural context
- Diet Coke on a first date = self-control, not thirst
- BBM won Saudi on cultural safety, not hardware specs
- Own one occasion clearly before stretching the brand

Where it breaks: A positioning line that lives only in the pitch deck.

P — Pack
STEP 3 OF 5

Format is strategy — the pack encodes the occasion.

- Single-serve for on-the-go, multipack for at-home stock-up
- Distinct SKUs per channel to stop like-for-like comparison
- Premium format carries the flex, entry format carries trial
- Pack drives shelf visibility and cost per serve together

Where it breaks: One SKU pushed everywhere, so every channel fights on price.

P — Price
STEP 4 OF 5

Price is a signal before it is a number.

- Price to the occasion's willingness to pay, not to competition
- Protect gross margin before you buy reach
- Master store / unit economics outlet by outlet, early
- Hold strict pricing boundaries across offline and online

Where it breaks: Discount-led launches that train the market to wait.

C — Channel
STEP 5 OF 5

Within an arm's reach of desire — offline or on screen.

- TOFU: retail footfall or viral creative — must hook an occasion trigger
- MOFU: in-store selling or retargeting — must match social context
- BOFU: counter or one-click — desire to transaction, fast
- 400+ Shop-in-Shops build trust; overheads erode it if economics slip

Where it breaks: Scaling offline and digital at once with no pricing boundaries — O2O conflict.

Run the five in order. Skip a step and the next one silently pays for it — usually Price, always margin.