**Watch the video and answer the following questions.**

1. **During the company’s early years, how did Jones Soda differentiate its product from other soft drinks? How did it compete with Coke and Pepsi?**
2. **Who is Jones Soda’s target demographic? How has the company chosen to reach those customers?**
3. **What mistakes did Jones Soda make during its attempts to expand its market? What effects did these mistakes have on the business?**
4. **How did the company revive itself and its sales?**

**Summarize your answers in a Word document that is two-to-three pages in length and double spaced.**

**Submit your assignment.**