

Energy drink product launch

MKT 1214
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Presentation agenda

- Introduction
- Consumer Decision-Making Process
- Target Market Segment
- Positioning Strategy
- Advertising Strategy and Integrated Brand Positioning (IBP)
- Creative Brief

introduction

- In a world that never stops, where every second counts, we understand the importance of staying ahead, both physically and mentally. That's why we have meticulously crafted an energy drink that goes beyond the ordinary, delivering a powerful surge of revitalization when you need it most.
- Our energy drink is the result of tireless research and development, combining cutting-edge science with the finest ingredients to create a formula that packs a punch. Each sip is a burst of invigorating energy that fuels your passion, boosts your focus, and propels you towards achieving your goals, without compromising on taste or quality.
- As we embark on this exciting journey, we recognize the importance of connecting with our consumers on a deeper level. Through strategic partnerships and targeted marketing initiatives, we aim to establish a strong presence in the US market and become a trusted companion for those seeking an edge in their daily lives.

Consumer decision-making process

Here's a step-by-step Consumer Decision Making Process:

- Problem Recognition: This is the first step where a consumer recognizes the need of a product.
- Information Gathering: Once the need is recognized this step is where the consumer start looking for the information about potential solution.
- Evaluation of Alternatives: Consumer evaluates the option available in the market to fulfill their needs basis on the factor of features, benefits, prices and other relevant factors.
- Purchase Decision: After evaluating the alternatives, consumers make a purchase decision.
- Purchase: The consumer completes the purchase by selecting a specific product.
- Post-Purchase Evaluation: After making the purchase, consumer evaluates their experience with the product.
- Post-Purchase Behavior: depending on the level of satisfaction, consumers become loyal customers or seek for supports if they don't like something about product or try on a different product if they are not satisfied.

Target market segment

The target market segment for our energy drink consist the following segments:

- **Professionals and Office Workers:** Many professionals and office workers often face long working hours, high stress levels, and a need for increased focus and alertness. Energy drinks cater to this segment by offering a quick and convenient solution to combat fatigue and enhance productivity.
- **Sports and Fitness Enthusiasts:** Energy drinks are commonly consumed by individuals engaged in sports, fitness, and physical training. These consumers seek improved endurance, performance, and recovery during workouts or competitions.
- **Gamers and Esports Players:** The gaming community represents a growing target market for energy drinks. Gamers and esports players often consume energy drinks to enhance focus, reaction times, and overall gaming performance.
- **Nightlife and Partygoers:** Energy drinks are often associated with nightlife and party scenes. They are consumed by individuals looking to stay awake, feel more energetic, and enjoy an active social life during late-night events and gatherings.
- **Health-conscious consumers:** Our energy drink brand target health-conscious consumers as well by offering natural or organic ingredients, low sugar or sugar-free options, and functional benefits like vitamins, antioxidants, or hydration.

Positioning strategy

Our positioning strategy for energy drink is as follows:

- Energize Your Day: Our goal is to position our energy drink as a powerful source of energy to fuel and invigorate consumers daily activities.
- Endurance and Stamina: Our drink highlights the ability to provide sustained energy and endurance, enabling our consumers to push their limits and overcome challenges.
- Premium Quality: Our product is made with superior quality and craftsmanship of the energy drink, which positions it as a premium choice in market
- Health and Natural: Our product is also free from additives and excessive sugar.

Advertising strategy and integrated brand positioning

- Our strategy to reach out to target media is by using several social media platforms to advertise ourselves.
- Our advertising objective is going to be increasing brand awareness.
- Our goal is to implement integrated brand promotion strategies which helps to create a cohesive and consistent brand experience.

Creative brief

Product: Energy Drink

Target Audience: Young adults (18-34) with an active lifestyle and a need for energy boost.

Campaign Objective: To position the energy drink as the go-to choice for instant energy and enhanced performance.

Key Message:

- Energize Your Potential: Fuel your ambitions and maximize your performance with our energy drink.
- Unleash Your Inner Drive: Experience a surge of energy that pushes you to achieve your goals.
- Power Up Your Day: Stay energized and focused throughout the day with our refreshing energy drink.

Unique Selling Points

- **All-Natural Ingredients:** Our energy drink is made from carefully selected natural ingredients, providing a healthier alternative to artificial energy drinks.
- **Sustained Energy Release:** Experience a balanced boost of energy that lasts, without the crash associated with other energy drinks.
- **Enhanced Mental Focus:** Our energy drink not only revitalizes your body but also sharpens your mind, helping you stay focused and alert.
- **Great Taste:** Enjoy a refreshing and delicious flavor that makes our energy drink a pleasure to consume.

Brand Personality:

- Energetic : The brand reflects high energy, enthusiasm, and a sense of vitality.
- Dynamic: It represents a lifestyle that embraces challenges, growth, and constant improvement.
- Authentic: The brand connects with its audience on a genuine and relatable level.

Measurement and Evaluation:

- Key Performance Indicators: Track brand awareness, consumer engagement, social media metrics, and sales data.
- Evaluation: Regular monitoring, analytics, and surveys to assess the impact and effectiveness of the campaign.

Thank you

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