**Marketing Mix Energy Drinks Characteristics**

*Note: Use as much space in the grid as needed. The characteristic descriptions can be in bulleted lists or full sentences.*

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|  | **Natural Energy** | **Blue Danube** | **Dynamo** | **Dragon Juice** |
| 1. **Product** | * “Better for you” energy drink * Organic * Plant-based caffeine from green coffee extract * Sweetened with stevia * Three flavors: lemon, orange, and grape | * One flavor with a distinctive sweet taste * Comes in a regular and a sugar-free version * Contain all the distinctive ingredients for the energy drink category: ginseng, taurine, guarana, and caffeine | * Larger sizes and priced more affordably than competitors * Great-tasting energy drink * variety of delicious flavors such as pineapple, red cherry, blue ice, orange citrus, and purple rain, and it offers a variety of packages for various occasions | * four basic flavors of lime, orange, grape, and cherry * offers a 16 oz and 24 oz can * resealable cans |
| 1. **Price** | * 10% premium over a regular (nonnatural) energy drink * $2.75 per 12 oz can | * $3.50 per 8 oz can * Has a 45% market share to support this premium cost | * $2.50 per 16 oz can | * $2.75 for 16 oz can * $3.25 for 24 oz can |
| 1. **Place** | * Convenience stores, grocery stores, and small markets * Vending machines * Northeast U.S. region | * Primarily sold through convenience stores and supermarkets | * Primarily sold through convenience stores and supermarkets | * Primarily sold through convenience stores |
| 1. **Promotion** | * Targets active, health-conscious young adults * Uses fair trade practices * Get a boost of energy without the perceived harmful effects of artificial ingredients | * Targets consumers who have a bias for action * Advertises through showcasing extreme actions through spores and acts of heroism * consistent quality and functionality | * Targets young partygoers * Advertises it being a great tasting drink * pricing promotions and guerilla marketing tactics | * focuses on athletes and gamers that need energy to reach peak performance * Strong presence on social media * Works with influencers who frequently post sponsored videos showcasing the brand * pricing promotions and guerilla marketing tactics |