Campaign context

GenRgy is a brand inspired by the spirit and power of hard rock music, aiming to unite Gen X and Gen Z through a shared love of rock culture. The campaign is designed to built a community of rock-fans; young and old, and to promote a big collaboration. Together with Red Bull, we created an energy drink that's a conversation starter, a bridge between generations and a reason to come together.

The message of the GenRgy campaign is that rock music has the power to connect people across generations. By combining the energy of Red Bull with the rebellious spirit of hard rock, GenRgy encourages both Gen X and Gen Z to come together around a shared culture. Whether through music, style, or community, the campaign's message is simple: the fire of rock still burns and it's stronger when we experience it together.

To promote GenRgy and deliver this message, a series of integrated activities were executed on Instagram and Facebook: platforms chosen to reach both Gen Z (Instagram) and Gen X (Facebook). Promotional activities included:

- Posting fun and engaging reels celebrating hard rock culture
- Launching interactive polls and Q&As on Instagram Stories
- Encouraging user-generated content
- Directly engaging with fans, bands and influencers to build an authentic community
-

These activities were aligned with communication objectives focused on reach, emotional connection, and engagement, ensuring that both older and newer rock fans feel seen, energized and invited into the GenRgy world.

Objectives

Instagram & Facebook

1. Make GenRgy Known Among Hard Rock Fans

Reach Objective: By 11th of april 2025 we want a reach of 5,000 accounts on Instagram and Facebook.

2. Build an Engaged Hard Rock Community

Affect Objective: After seeing our posts on Facebook and Instagram we want people to feel excited, curious and in need of connection with different generations by the 11th of April 2025.

3. Drive Excitement with Band & Festival Collaborations

Response objective: Grow an active Instagram community by reaching 300 followers and generating 50+ interactions per post through comments, reactions, and story replies on Facebook and Instagram by 11th of april 2025.

Tactics

- Start joining Hard rock Facebook groups to introduce ourselves to the community.
- Post 3 times a week on Instagram and Facebook, to create and keep visibility.
- Encourage user-generated content by asking followers to share their rock-inspired moments
- Respond to every comment and DM to create real engagement and community.

Platforms & Content Strategy

Facebook and Instagram are the most appropriate platforms to introduce our brand as they allow the brand to access both Gen X and Gen Z, bridging the generational gap between old-school and new-school rock fans. Both generations consume rock music in different ways, and these platforms provide the right tools to access both naturally and in exciting ways.

Gen X grew up on rock as lifestyle, attending iconic shows, purchasing vinyl and idolizing bands. They're active on Facebook, where they post nostalgia-driven stuff, old school rock band fanfare and fan clubs dedicated to their preferred decades. By entering these communities, the brand is able to create a sense of closeness and belongingness, encouraging Gen X rock lovers to share their own rock experiences and acquainting them with another way to experience the energy of rock through the drink. Facebook is also where they engage with longer-form content, including in-depth posts about the history of rock, live Q&As with artists, or interactive surveys on new versus old rock (Kowalewicz, 2021).

At the same time, Gen Z has access to rock in energetic, fast-paced content, with a preference for Instagram as a platform where trends, aesthetics and fast-paced back-and-forth are the standard. They draw to Reels, visual branding, and influencer material, making Instagram the perfect spot to announce the energy drink as a rebellious, hip, and high-energy way of life product. Although they may not have lived through the era of rock, the majority of the Gen Z audience today is re-familiarizing themselves with classic rock on social media, pop culture, and fashion, making them open to a brand that brings two generations together under one cause. With Instagram Stories, the brand can maintain interaction with challenges, behind-the-scenes, and influencer collaborations, which create the rock culture fresh and personal to their lives. Through adopting Facebook to access Gen X's enduring passion for rock and Instagram to usher in Gen Z into a new iteration of rock energy, the brand has a chance to unite these two generations under one movement, to demonstrate that rock is immortal and so is the energy it creates (Thomas, 2023).

Target audience

Because our campaign is all about connecting generations, we have two brand personas': one is from generation Z and the other is from generation X.

Target audience 1 (Gen Z):

Platforms: TikTok, Instagram, YouTube, Snapchat

People from Generation Z (Gen Z) are also called digital natives. This is because they have grown up with smartphones, social media, and instant access to information. This generation prefers short, visual, and interactive content. Studies have shown that the average attention span of Gen Z'ers is only 8 seconds. Traditional marketing doesn't work on them: they have built resistance to ads and demand creative, rapid engagement.

Things Gen Z values include sustainability, inclusivity and brands that take a real stand on social issues. They are down-to-earth, financially cautious, and influenced more by relatable content creators than celebrities.

If a brand wants to win a Gen Z'ers loyalty, it must focus on transparency, storytelling, and a sense of purpose. To keep them engaged, it's important for content to be personalized, quick and innovative. (Fujii, 2024)

LUCAS DE WIT

PROFILE

Gender : Male
Age : 22
Education : Bachelor degree in Media marketing
Occupation: Social Media Manager & Content Creator
Address : Bekerlaan, Utrecht

"Authenticity matters more than perfection. It's about real stories, real connections, and real experiences

BIOGRAPHY

Always online, Lucas moves seamlessly between TikTok, Instagram, and YouTube, preferring fast, visually engaging content over anything overly polished or corporate. He's skeptical of traditional marketing and ignores anything that feels forced. Instead, he values brands that interact authentically, embrace user-generated content, and collaborate with influencers who feel real rather than scripted. Jordan prefers brands that feel real, not polished corporate messages, but unfiltered, relatable storytelling. He is skeptical of traditional marketing and prefers user-generated content, influencer recommendations, and brands that genuinely engage with their audience. TikTok and Instagram are his go-to platforms for content. While deeply connected to his own generation, Lucas feels there's a gap between Gen Z and older generations. He sees the value in bridging this divide, believing that both sides have insights to share. He's drawn to brands that foster these connections rather than reinforcing generational divides.
Lucas is financially conscious but willing to spend on experiences and products that align with his identity, whether that's sustainable fashion, the latest tech, or festival tickets. Music is his escape, and he's always looking for the next great concert or playlist to share with his friends.

PERSONALITY

Introvert – Extrovert
Thinking – Feeling
Judging – Perceiving
Sensing – Intuition

SOCIAL MEDIA

Facebook
Instagram
TikTok

FRUSTRATIONS

- Overpriced festival tickets, drinks and merch.
- Traditional advertising that doesn't resonate with Gen Z values
- Not feeling connected to older generations

GOALS

- Promote self-expression through music & art
- Foster a supportive community
- Prioritize memorable experiences over possessions

Target audience 2 (Gen X):

Target group: Generation X

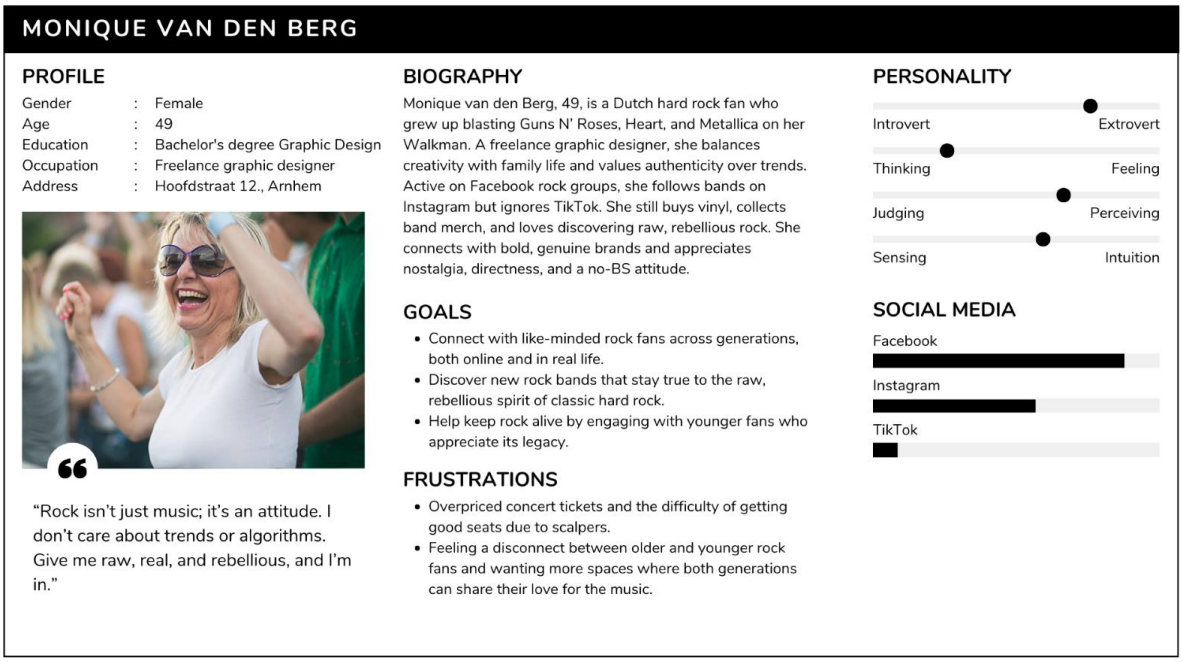
Platforms: Facebook, 74% of Generation X use Facebook

Gen X hard rock fans are a loyal but often overlooked audience, with 74% actively using Facebook as their primary social media platform. This generation feels neglected by brands, often stating, “You’re not hitting us where we live.” To truly connect with them, brands must tap into nostalgia; reminding them of the music, culture, and experiences that shaped their youth. Authenticity is crucial; Gen X has a strong dislike for gimmicks or overly polished, corporate messaging that feels contrived or insincere. They prefer direct, honest communication that isn’t afraid to address real issues.

Like younger generations, Gen X values corporate social responsibility and cares about pressing issues such as economic stability, social justice and access to healthcare. Brands that take a stand on these topics will earn their trust and loyalty. Additionally, they appreciate bold, creative marketing - whether it’s live streaming a launch event, collaborating with influencers, or engaging with fans in real-time. As long as it’s authentic and true to the hard rock spirit, Gen X is here for it.

Their social media behaviour is characterized by a preference for straightforward, authentic content that resonates with their life experiences. Gen Xers value brands that respond promptly to customer inquiries, with 55% noting that such responsiveness enhances brand memorability.

They are also receptive to influencer marketing, particularly when it features creators from their own generation, leading to a 43% increase in website visits among this audience. (Sprout Social, 2025)



Campaign timeline

To ensure a consistent and effective campaign, the promotional activities will be rolled out in phases:

- Phase 1: Awareness (March 16 – March 23)

Launch the campaign with high-energy Reels introducing GenRgy's brand story and mission. Start engaging with rock-related communities on Facebook and Instagram to build early buzz.

Main Goal: Maximize reach and initial exposure.

- Phase 2: Community Building (March 24 – April 3)

Introduce interactive content like polls, Q&As and user-generated content prompts. This is when we encourage followers to interact and share their rock moments.

Main Goal: Build a two-way connection and start forming a loyal audience.

- Phase 3: Keep on community building and introduce product (April 4 – April 16)

Our product is not the main focus, it's a tool to enhance the community-feeling we want to achieve. So when we have already built a community, in the last phase of our campaign, we will finally introduce our drink and talk more about our collaboration with Red Bull. We realise it's a short campaign and we will likely not have reached all our objectives yet, so during this last phase we will also keep on trying to build a community.

Main Goal: Drive maximum interaction and bring awareness and excitement to our drink.

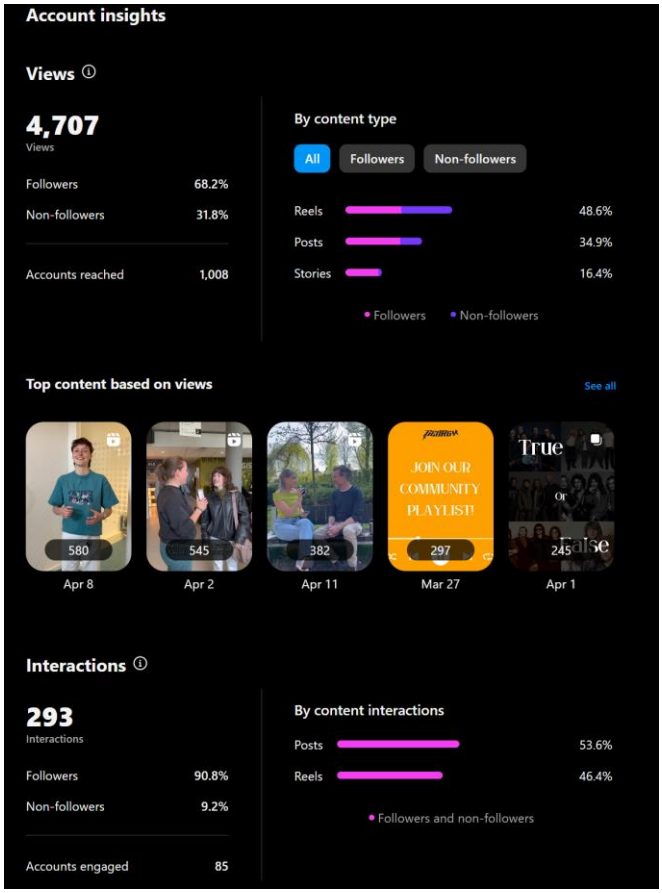
Content calendar

https://edubuas-my.sharepoint.com/:x:/r/personal/231644_buas_nl/_layouts/15/Doc.aspx?sourcedoc=%7B62FC51A8-D309-41F5-ABE1-AEAE0B983C00%7D&file=Contentkalender%20Brand%20Development.xlsx&action=default&mobileredirect=true

Learning points

After posting for four weeks on Facebook as well as Instagram, we learned a lot. Below we will walk you through our statistics and reflect on what could have been done differently.

Instagram



In the picture above you can see our account insights of the entire period of posting: 2,707 views, 293 interactions, 119 followers and 1,008 accounts reached. To get a more specific idea of what went well and what didn't during this campaign, we will reflect on the statistics per week. We will mainly focus on reach, the number of followers and amount of interaction, since these are the key insights we need to reflect on our objectives.

<u>Week 1:</u>

In week one we realised we made a mistake by not setting our account to a professional account. For this reason, we cannot see and reflect on the insights of our content that week. We will reflect solely on the amount of likes and comments of these posts.

In the first week we uploaded two posts and one story. The posts both got more than 30 likes, which later on we'll see, is higher than average. This is probably due to the fact that we started following other people and pages, that often followed us back. Here, we mostly focused on people we personally already knew and might be interested in our brand.

<u>Week 2:</u>

- Total reach: 164*
- Total post interactions: 26

*These amounts are not accurate since one of the posts was uploaded during the time our account wasn't set to a professional account yet.

In this week we uploaded two posts and two series of stories on our Instagram page.

One of the posts and one of our first initiatives to bridge our different target groups was to create a community playlist. We announced that we were setting up a playlist in a simple picture form post. The views for this post were average, but we did get some engagement from people who wanted to add their favourite song to the playlist. We found that people like when their interactions actually get used. In this case, their comments get used to create a playlist.

The other post was also a simple text-based post in which we encouraged user generated content (UGC). We did not receive any UGC and we now think that is because it was too early on in the campaign. We should first focus on more accessible ways to let people interact with our content.

We also started following bands and fan-accounts in hopes of them noticing our account and being interested in being part of our community. We found that this does help, we got a few new followers. We decided we would keep doing this during the rest of the campaign.

<u>Week 3:</u>

- Total reach: 516
- Total post interactions: 79

Between week two and three, we pitched our progress to the class and to our teachers. We told them about our first two weeks of posting and the statistics. The main points of feedback were that we should post more often, show our own faces and work more on community management. So that's what we did: this week we uploaded three posts, one Reel with one of our team members in it and one series of stories.

From the positive change in numbers, I think we can conclude that this was a good strategy.

We also found that the Reel got a lot more reach and interaction than the regular posts. Another positive statistic in this Reel is that 44,4% of the people who saw the video are non-followers, this means we have a reach beyond our following which is great for growing our platform.

Another way we wanted to encourage engagement was by creating a game people could play along with. In this case we made a “True or False”, we told a rumour about the rock scene and people could guess if it was true or if it was false.

This post got an average amount of views, but almost all the views came from followers. This means it didn't reach beyond our platform and didn't cause new growth of our account. Besides this there were zero comments underneath this post, and in comparison, to the views we got that is very low especially for a post who was meant to encourage engagement.

Furthermore, we started posting text-based posts with questions in it, in hopes of creating more engagement. Unfortunately, this ended up being unsuccessful. The posts got almost zero engagement.

We do like the concept of people sharing their stories, but we need to shape it in a different way to get the reach we want. Since our Reel performed better, we think that we should use the question-idea and make it into a video.

As recommended to us by the teacher, we started doing more community management as well; we interacted with other relevant accounts, by liking and commenting on their posts. We noticed small results because of this: a few accounts started engaging more with our content as well. This is something we would keep up in the next weeks.

<u>Week 4:</u>

- Total reach: 842
- Total post interactions: 87

In the fourth week we uploaded two regular posts and two Reels. We also kept using the community management strategy for more followers. We realised this strategy was working quite well and our account is growing.

As expected, the two Reels performed really best that week. Although we were also surprised to see that one of the regular posts got a little more reach than average. In this post we told people we would be present at rock festivals with our GenRgy stand, to sell the drinks and to create a space for people to connect with each other. We don't know exactly why this post performed better. Perhaps, people are excited about the festival season and like content about that, but we don't know for sure.

<u>Week 5 (half week):</u>

- Total reach: 65
- Total post interactions: 20

In the last few days of the campaign, we uploaded one more Reel and one regular post.

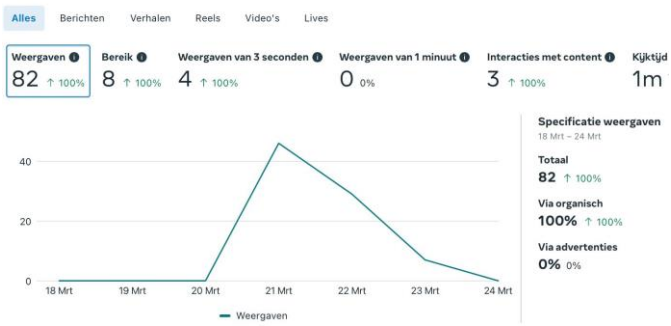
The insights surprised us a little. The previous Reels all performed really well, but this one didn't as much. We think this is because this Reel was a lot longer than the other ones. We learned from this that videos are the best way to reach and interest the most

people but that the length of the video is important and our videos shouldn't be longer than 1,5 minutes.

Facebook

Facebook was far less successful than our Instagram page, we barely received views, likes and comments. This tells us that for Facebook we must either completely change our strategy, or we need to reconsider if Facebook is the right platform for our campaign.

Week 1



In week one we started posting on March 21, we see a big peak in the graphic because our introduction posts was the post with the best numbers out of all of the posts. I think the reason for this is that at the beginning of our campaign our whole team was hyping people up around us about the launch of our brand. This may cause in that more people checked out our account around the launch because they were curious, but didn't return to our page after the introduction.

To avoid this, we must work on a better strategy that will catch people's interest, so they come back to our page or reconsider if Facebook is the right platform to use for reaching our target audience. If our target group doesn't use Facebook regularly, and therefor miss our content, we should do more research about what platforms are best for us to use.

Week 2

In the second week we announced our community playlist the 27th of march, in comparison to Instagram this post did terrible. We only received 4 likes and no comments or engagement at all. This shows that we need to come up with a seperate strategy for Facebook to atract followers because the current one doesn't seem to work as well for Facebook as for Instagram.

The 28th of march with did a post only on Facebook to announce an upcoming event. This post peaked highest this week, this tells us about that people like when we keep them updated and post upcoming community events. To work out this concept even more we can create a planning where we post all the rock scene related upcoming events, so our followers never miss anything.

Week 3

Week three was the worst week out of four. This week we posted on the 1st , 2nd, 3th and 5th of April, but in the graphic, you can see that there was only a little bit of engagement on the 2nd of April. This post was a short video of one of the team members who walked around campus to ask people about their favourite rock song. This small difference in numbers still tells us that just as on Instagram, the shorter videos also work on Facebook the best. If we would continue posting on Facebook, videos is the form of post we should focus on since that is the only way to spark a little engagement.

Week 4

After a bad week we tried in week 4 the things again that have worked in the past, so we uploaded more videos. We created a concept were 2 people, one from generation Z and one from generation X would battle against each other by guessing the most rock songs. This resulted in some views but not as much as the other videos got. These videos where longer than the ones from week two, to which we can conclude that just as on Instagram, longer videos on Facebook get less views than shorter videos. If we would continue posting on Facebook we should mostly focus on creating shorter videos of around 30 seconds to 1,5 minutes.

Conclusion

Facebook was far less successful than our Instagram page; we barely received views, likes, or comments. This tells us that for Facebook we must completely change our strategy or even reconsider if Facebook is the right platform for our campaign. While we didn't reach our objectives this time, we're taking these lessons on board and will approach things differently moving forward. For content, we need to mainly focus on creating short videos, since they get the most views, likes, and engagement. At the start of our campaign, it's important that we reach people beyond our following, and from our results, short videos are the way to accomplish that.

Future planning

If this project were to continue, there would be various things we would change in our content strategy.

Firstly, a big change we would make is to stop posting on Facebook. As seen in our learning points, Facebook delivered zero to little results. We think it's not worth it to keep posting there. We do however still have to target two different target audiences: Generation Z and Generation X.

Even though research shows Gen X is most active on Facebook, recent trends indicate a growing presence of this generation on Instagram as well (Soax, 2025). Since our Facebook efforts haven't delivered the engagement we hoped for, it would be a logical

shift to focus our energy on Instagram content instead. This allows us to reach both younger and older generations more effectively through one platform.

To ensure we target both younger and older generations on the same page, without alienating either group, we will use a consistent visual style but vary content themes to appeal to different generations. For instance, we could feature nostalgic content or classic rock references for Gen X, and newer bands, memes or trends for younger audiences, while keeping the overall aesthetic and tone consistent.

We also think it might make more sense to target both audiences on the same platform, because then they can connect with each other more easily. We noticed that by having both a Facebook and an Instagram page we still separate the two audiences, and it's hard to bring them together that way. A more strategic approach could also include following and engaging with both younger and older fan accounts, so we show up in relevant spaces for each group while keeping them part of the same community.

Another change we would make is to focus more on video-content. From our learning points we can conclude that Reels get way better results than normal text-based posts. Research supports this: apparently Instagram Reels see 36% more reach than other post types (Lang, 2024).

An important factor is that the Reels should not be too long. During the time of our campaign, we uploaded five reels. Three of which were short: under or around one minute. The other two were longer: around three minutes. The longer Reels got significantly less views. In the future we would keep our video's under 1,5 minutes.

Lastly, we would like to experiment with uploading times. We initially didn't realise that the time you post on could have a big impact on the way your content performs. After looking at research from Keutelian (2025) we found out the best times to post on Instagram are generally Mondays through Thursdays between 10 a.m. and 3 p.m. If this project were to continue, we would stick to those times.

Based on these future plans we wrote new communication objectives:

1. *Reach Objective:* By May 13th, 2025, we want to reach a **total of 7,000 accounts** on Instagram (including the first 4 weeks of the campaign).

2. *Affect Objective:* By May 13th, 2025, we want people that have seen our content, feel inspired and part of a shared rock culture, where different generations connect over music, identity, and nostalgia.

3. *Response Objective:* Grow an active Instagram community by reaching 300 followers and generating 50+ interactions per post through comments, reactions, and story replies on Facebook and Instagram by May 13th, 2025.

Some of the objectives did not fully change, because we didn't achieve them in the last four weeks, but think it is realistic to achieve them over the next four weeks.

We made a draft content calendar for the next four weeks op posting: https://edubuas-my.sharepoint.com/:x:/r/personal/231644_buas_nl/_layouts/15/Doc.aspx?sourcedoc=%7B62FC51A8-D309-41F5-ABE1-AEAE0B983C00%7D&file=Contentkalender%20Brand%20Development.xlsx&action=default&mobileredirect=true

Professionalism

Every social media post + context:

1. https://www.instagram.com/p/DHeTTaFI0iQ/

This is just a generic introduction post. We reveal our logo, style and our main value: We're here to reignite the fire of rock across generations. For interaction and community building, we ask the audience to comment their favourite rock songs.

2. https://www.instagram.com/p/DHnXSISoZa4/?img_index=1

This is an interaction-focused post. We ask the audience to share what their first and most recent rock concerts were. They can share by either commenting or posting a picture and tagging us.

3. Facebook post van KISS, for some reason kan ik de link niet kopiëren

Unique post for Facebook in which we announce KISS Army Storms Vegas 2025.

4. https://www.instagram.com/p/DHslgUtojAg/

Because we were still in the community building phase, we thought it would be fun to create a playlist with everyone's favourite songs. People could write songs in the comments and we would create a Spoitfy playlist featuring all of those.

5. https://www.instagram.com/p/DH6otapu5lU/?img_index=1

A true or false game. We gave "facts" about bands and artists. The audience could play along and guess if the facts were actually true or completely made up.

6. https://www.instagram.com/p/DH8A967A7W7/

A reel in which we walked around campus and asked people (from different generations) what their favourite rock songs are. We added all these songs to the GenRgy community-playlist

7. https://www.instagram.com/p/DH_gWLjIHY2/

In this post we announced our collaboration with Red Bull and gave more information about the energy drink we're creating together.

8. https://www.instagram.com/p/DIEb782oaPW/

We ask the audience what their dream festival rock line-up would be.

9. https://www.instagram.com/p/DIMUahUg4Wu/

A reel in which the whole team introduce themselves by stating their names and favourite rock bands.

10. https://www.instagram.com/p/DIOQpqtIwiY/

Letting the audience know they can find us with our GenRgy stand at rock festivals. That's where we sell our drinks and create a space for the community to meet each other and connect.

11. https://www.instagram.com/p/DIQr3KZoE3t/

In this post we tell you that GenRgy x Red Bull is a healthier alternative than most other energy drinks.

12. https://www.instagram.com/p/DIUJKG6IbIS/

Part 1 of a Reel in which we play a “guess the song” game. In this game 2 contestants from different generations get to hear a few seconds of a famous rock song and have to guess the name and artist. Mark is the first contestant; this Reel shows him playing the game.

13. Facebook post over Bruce Springsteen, krijg de link hiervan ook niet

Informational post to announce Bruce Springsteen is releasing 7 lost albums.

14. https://www.instagram.com/p/DIcKWqHu_nM/

Part 2 of the “guess the song” game. In this part, Greta is playing the game.

15. https://www.instagram.com/p/DIdwOcEIrQ9/

In this post we ask people which rock concert they would attend, if they could choose anything (past or future).

STORIES:

1. https://www.instagram.com/stories/highlights/18060440735066869/

Our brand values

2. https://www.instagram.com/stories/highlights/18034263716307315/

Battle of Legends polls: audience has to choose between two rock artists/bands

3. The rest of the stories don't really need more context or explanation. But I think it's still good to showcase them on the website if we can

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Management

Justification lean canvas

Problem

1. *“Energy drinks are unhealthy and have too much sugar in it”*

Our findings show that many people actually like energy drinks, but don't drink them (often) due to the fact that they usually aren't healthy. Especially the big amounts of sugar in it is a problem for many of the interviewees.

Existing alternatives (competitors)

- The brand Body & Fit makes sugar free energy drinks with caffeine for athletes to make them feel energized, and focused.
- Sugar free versions of other energy drink brands

2. *“There's a gap between different generations of rock-fans"*

Even though there is a huge amount of hard rock fans from both Gen X and Gen Z, there's still a gap between the two. Most people we interviewed stated that they find this disappointing and would like for the two to connect more.

Existing alternatives (competitors):

We haven't found any existing alternatives. Of course, concerts and festivals usually aren't exclusively for the younger generation or for the older generations, but they still don't connect with each other there. This is a problem yet to solve.

3. *“Merchandise is expensive”*

Nowadays, you usually pay between $20 and $50 for one piece of merchandise (Faryad, 2024). Our interviewees all agreed that this is a lot. Most of them say they would probably buy merchandise more often if there were cheaper options.

Existing alternatives (competitors):

- Bands and festivals sometimes give away merchandise for free, but the chance of winning is small
- Merch-sellers that don't own any rights of the pictures used sometimes sell them for cheaper. However, this is in most cases illegal.

4. “Outsiders often associate rock with an angry, scary image”

The people we interviewed said that there's a lot of inaccurate stereotypes around rock fans. People associate rock with an angry, scary image: lots of dark colours, aggression and mean people. This is often not the case; in fact, the interviewees said that the rock community is actually quite nice and inviting.

Existing alternatives:

- The brand Hot Topic also markets rock fans as expressive, emotional, and individualistic rather than scary or aggressive.
- Monster Energy: also collaborates with rock bands and artists

<u>Solution</u>

1. Our solution to *"Energy drinks are unhealthy and have too much sugar in it"*

Creating an energy drink with less sugar and natural ingredients
The goal of our energy drink is that people can get a little more energy after a long day of standing and dancing at a festival. The only ingredient we need to reach that goal is to add caffeine, so we can create a healthier version by replacing or removing other ingredients like sugar.

2. Our solution to *"There's a gap between different generations of rock-fans"*

Building a platform where our goal is to bridge generations and create a community
Our solution to this problem is to post content on both Instagram and Facebook to built a community of hard rock fans. We target both the younger generations and the older generations, to eventually bring them all together on our community website. On our website people can connect with each other and see different events that we will visit. At these events we will create a space where connecting with others is the goal.

3. Our solution to *"Merchandise is expensive"*

Producing collectable cans in collaboration with bands and artists
We want to create limited edition GenRgy cans in collaboration with different bands and artists, these cans can be a cheaper collectable item as an alternative for the expensive merchandise most bands/artists sell.

4. Our solution to *"Outsiders often associate rock with an angry, scary image"*

Break the stereotypes of the hard rock community by showing a different image of the community people aren't used to.

By talking and listening to hard rock fans we can create an image of what the hard rock scene is really like. We can spread this image on our different platforms, so this is also visible for the rest of the world.

Customer segments

Because our brand is all about connecting generations hard rock fans, we have two main target audiences': one is from generation Z and the other is from generation X. We focus on people that are extraverted and love meeting new people. They attend rock festivals/concerts and drink energy in both their daily lives as well as at said festivals or concerts. They currently feel a disconnect between the different generations of fans and yearn for a bigger sense of community.

Unique value proposition

GenRgy brings generations of rock fans together through shared passion, powerful design, and a spirit of rebellion. By celebrating rock's legacy while amplifying new voices, GenRgy fuels authentic connection, nostalgia and the pulse of what's next.

Unfair advantage

The first advantage we have that can be seen as unfair is our partnership with Red Bull. Red Bull is a very big and well-known brand. Us collaborating with them instantly gives us the benefit of a large audience. It also makes our brand more trustworthy because people already know Red Bull and its quality. Another advantage we have is that we collaborate with artists and events. This connects us directly with the rock community, allowing us to stay culturally relevant and build emotional connections with fans where they already are: at concerts, festivals and within the scene itself.

Channels

We use various ways to communicate to our customers. Firstly, we use Instagram and Facebook to build our community across generations, create engagement and inform people about any community-updates and about our products. We are also present at live events to both sell our energy drinks and for physical presence. Here we connect directly with the rock-fans and also create a space for them to connect among themselves.

Lastly, we have a community website. On this website, fans can stay up to date with news. It acts as a central hub where the rock community and our brand come together.

Key metrics

"Website clicks"

This is an easy way to measure how big the engagement is on our website. The more clicks, the more people are visiting our website and therefore are interested in our brand.

"Sales of energy drink"

We are selling our drink at festivals and events, by measuring the sales of our drink we can not only see how popular our drink is but also how many people visit us at our stand and come in contact with our brand and what we stand for.

"Social media followers"

Followers on social media is a clear way to measure who visits our page and is interested in our brand, because people only start following when they are interested in the account.

Revenue Streams

Our biggest revenue stream comes from the sales of our energy drinks. In the first full year of our company, we expect to sell around 300,000 to 400,000 cans at an average retail price of €4 per can. This results in a total estimated revenue of €1.2 to €1.6 million for Red Bull from our co-branded product line.

We have a partnership agreement with Red Bull, under which GenRgy receives 25% of the revenue per unit sold. That means GenRgy would generate between €300,000 and €400,000 in revenue in year one.

This forecast is supported by our strong brand identity, cultural relevance, and community-focused marketing approach, combined with the credibility and reach of Red Bull.

Another revenue stream for GenRgy comes from sponsorships. Since we are present at festivals and concerts, where we sell our drinks and create a meeting space for rock fans, we offer brands a chance to be part of that experience. Sponsors can contribute to these live events in exchange for visibility at our stand, mentions on our social media, or being associated with limited-edition drink designs. If we collaborate with 3–4 sponsors in our first year, each paying around €3,000–€5,000, we estimate a sponsorship revenue of about €15,000.

Our total estimated revenue of the first year of our brand would come to a total of around €415,000.

Cost structure

“Production and packaging of drinks”

We are expecting to sell around 300.000 cans in our first year

Fixed cost*:

- Festival booth rental: €75000
- Transportation: €15000
- Marketing & promotion): €20000
- Equipment (maintenance): €10000
- Total: €120.000

Variable cost (per unit)*:

- Ingredients: 0,25 cents
- Packaging: 0,15 cents
- Labor: 0,10 cents
- Total: 0,5 x 300.000 = €150.000

Cost per unit = Variable cost + fixed cost / Total units produced

Cost per unit = (150.000 + 120.000) / 300.000 = €0,90

*These prices are all based on a guess or on cost structures from other companies we looked at.

Products/ services

“GenRgy x RedBull energy drink”

The product we are offering is an energy drink in collaboration with Red Bull. With this drink we are touring around the country visiting different festivals, to sell them there. With our energy drink we want to give people the extra energy they need during those long days but without the unhealthy ingredients and huge amount of sugar.

“Community focused Instagram platform and website”

Our website and Instagram platform form a service where people can go to find a community. On our platforms we want to create an environment where we encourage forming new connections between generations. So young and old can enjoy rock music together.

Pivots in lean canvas

When looking at the different versions of our lean canvas, you can see that over time we adjusted our canvas a bit. We made the first version of the canvas all the way at the start of our assignment, so that one is mostly based on assumptions and expectations.

The second version of the canvas was made after doing the problem interviews and the pitch. The third and final version of the canvas was made after the solution interviews.

After the pitch, we realised that an energy drink is not a unique product and we would have a lot of competition. Knowing that we're just a start-up, we couldn't expect our product to generate a lot of revenue. That's why we decided to collaborate with a big brand: Red Bull. By making it a partnership with Red Bull instead of launching our own product, we had to adjust a few things in our second lean canvas compared to the first one: the Unfair Advantage now focused on the Red Bull collaboration, the Product changed from our own drink to a co-branded one, and the Unique Value Proposition was updated to reflect the new bold, nostalgic identity.

Another change we made in our second lean canvas as a result of our pitch is that we started focusing less on the product itself and more on the community-feeling our brand wants to create. You can see this in our adjustments to the Channels, Customer Segments, and Solution blocks. We also decided to sell at events and festivals. This was not only to increase revenue but also to enhance that sense of community.

After conducting our solution interviews, we made several important changes to the third Lean Canvas to better reflect the needs and preferences of our target audience. In the problem section, we added more specific insights such as the unhealthy image of energy drinks, the generational divide among rock fans, and the stereotype of rock fans being aggressive. These were recurring points in interviews. For example, Anja and Fenne both mentioned avoiding energy drinks due to their high sugar content, while Yeara and Odille emphasized the importance of connecting different generations through shared musical tastes.

In the solution section, we added a focus on healthier ingredients, collectible cans tied to bands, and the idea of the drink as a festival memory or social experience, all based on strong enthusiasm for limited editions, design, and exclusivity (mentioned by nearly all participants, including Patrick, Celine, and Joop). Our unique value proposition was also refined to emphasize authentic community and cultural connection, which aligns with Odille's point about feeling seen by a brand that represents the rock scene, and Yeara's desire for something meaningful that brings generations together.

We also added energy drinkers as a new customer segment after learning that people like Odille and Celine would drink the product even outside of events, as long as the flavour and ingredients were appealing.

Finally, we updated our revenue stream to specify sales at events and online, based on widespread agreement—from Joop, Kevin, Luna, and others—that this is a product tied to live experiences, not daily routines.

References (management)

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