

Write a formal marketing copy for a product called "Organic Energy Drink", targeting fitness enthusiasts. The marketing copy was sent to three stores in California: A-3, A-16, and B-2.

According to the CDA, "Organic Energy Drink is an American brand which has gained recognition among fitness communities in both sales and commercial settings. It was recognized by retailers as a new approach in the fitness industry." It is a brand that has an emphasis on a range of products including bodybuilding supplements, yoga, fitness equipment, body-building products and body and fitness supplements, according to the CDA.

In a press release, CDA President Tony Seimach told us "At our inception, our focus was on empowering you to be confident in your training, body and diet to gain increased wellness for your body and the environment."

The CDA has stated this is a marketing strategy to encourage "more fitness entrepreneurs to create new business opportunities, including self-directed business development for clients, with the goal of attracting top-tier investment." The CDA claims it tries to "reinforce" the positive image of the company and that its marketing "has been a positive and positive growth cycle for our business."

It could not be denied that this message does carry some merit. While the marketing campaign is not specifically