

DOT Energy Candy  
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# Marketing Plan

JRE410 - Markets & Competitive Strategy

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**Have you ever had a moment where you desperately needed energy – but didn't have the time, the privacy, or even the stomach for another coffee or energy drink?**





5-minute absorption (vs. 30+ min for coffee/energy drinks)

40 mg caffeine + 300 mg taurine per candy

Sugar-free, low-calorie, vegan, gastro-friendly

No staining • No smell • No prep  
No crash





# The Modern Student Lives in a High-Pressure, Low-Time World

## The Problem

Coffee & energy drinks take 30+ minutes to work

They cause coffee breath, teeth staining, and GI irritation

Bulky, inconvenient, and don't fit student routines

Students rely heavily on caffeine — but are underserved

## Pain Points

Back-to-back classes, midterms, internships

Need portable, discreet, on-the-go energy

Can't afford crashes, calories, or slow absorption

Growing demand for clean, functional, fast caffeine

# A Large, Growing Market Dominated by Outdated Formats

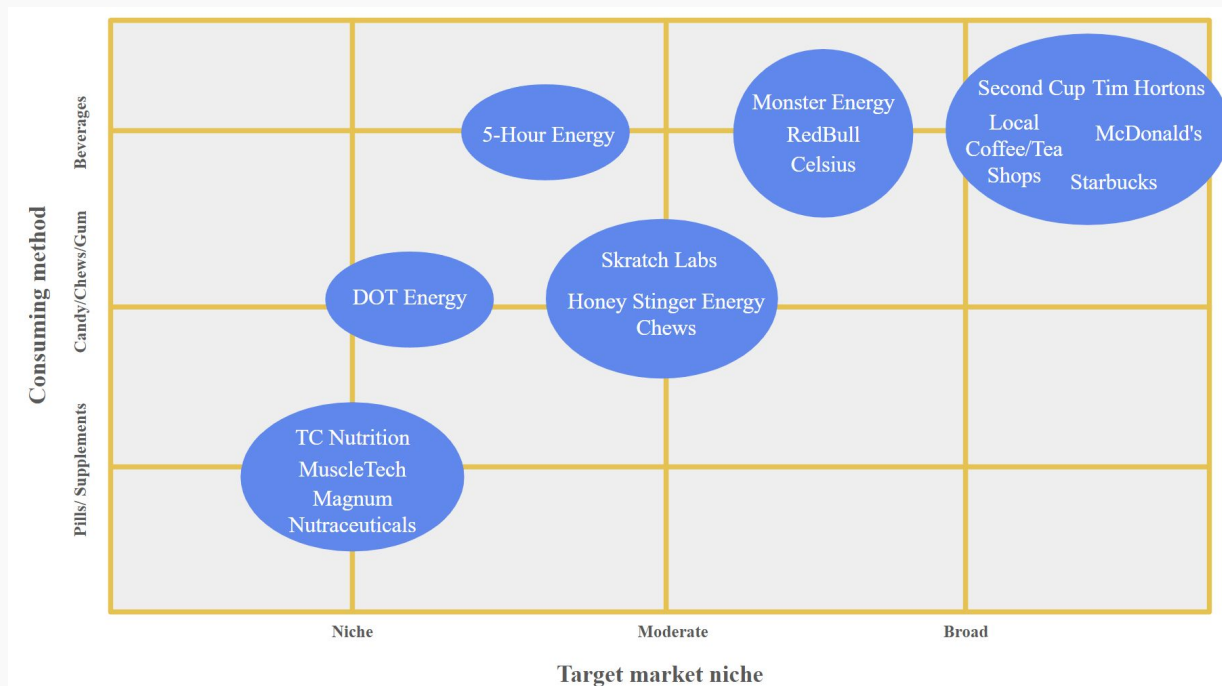
Canadian energy consumables market: \$5.72B → \$12.3B by 2035

92% of college students consume caffeine

Market dominated by liquid formats (Red Bull, Monster, 5-Hour Energy)

Switching costs are low → students open to trying new solutions

Rising preference for healthier, portable, functional foods



## Strengths

- Quick low-cost form of caffeine in a recommended dosage.
- Perceived in the market as a sugar-free candy, opposed to an energy supplement.
- Strong presence in Brazil through social media marketing.
- Fully established production line in Chile. The manufacturing processes can be implemented in North America.
- Multiple flavours are offered in different quantities.

## Weaknesses

- As a newer foreign brand, there is a lack of trust within new geographic markets.
- Higher dosage opportunities are not available as each packet is 40mg of caffeine.
- Regulatory concerns arise when the item is to be sold elsewhere other than Brazil.
- Entering a very competitive caffeine market.



## Opportunities

- The North American market is a massive opportunity for growth as caffeine through energy drinks and coffee is heavily in demand.
- Marketing partnerships through social media influencers will help expand into this market.
- An increase in research and development initiatives, with the goal for potentially higher doses or different flavours.

## Threats

- The largest threat consists of a well-established and mature caffeine market.
- Consumer skepticism
- There is potential for overconsumption by the user due to its quick and light dose.





# Market Segmentation

## High Performance Post-Secondary Students

Market Size: 2.2 Million students in Canada

Customer Type:

- Demographic: Aged 17-26, on-campus
- Psychographics: 40% of individuals report jitters

Consumer Values:

- Affordability: \$20.82-\$24.81/week on caffeine now
- Portability
- Health

## Young Professionals

Market Size: Over 1 million Gen-Z individuals in the Canadian corporate workforce.

Customer Type:

- Demographic: Aged 22-28; high income (\$85k-\$150k+); junior stage career

Consumer Values:

- Discretion
- Professionalism & Image
- Health



# Targeting & Positioning

## Targeting Post-Secondary Students:

- Early-adopters, more open to change
- They become the professional
- Easy to market to
- Product is more attractive

## Positioning & Differentiation:

- Portable (weightless) & Discreet (spill safe)
- \$7 /week (energy drinks: \$20+/week)
- 5 minute absorption (lozenge)
- Low-calorie, no-sugar, vegan, no GI problems
- Flavor neutral, non gel consistency

# Product Strategy

5-minute sublingual absorption

No coffee breath • No teeth staining

Launch flavours: Mint | Citrus | Berry



Expansion into new flavours

Functional variants

Aligns with rising functional food trends



# Pricing strategy

**\$19.99 per 20-sachet pack  
= \$0.99 per sachet**

- Cheaper per-use than coffee or energy drinks
- Competes directly with student budgets
- Wholesale 40-pack: \$30 for campus retailers
- Annual 3–5% price adjustment as awareness grows





# Placement Strategy

## Libraries

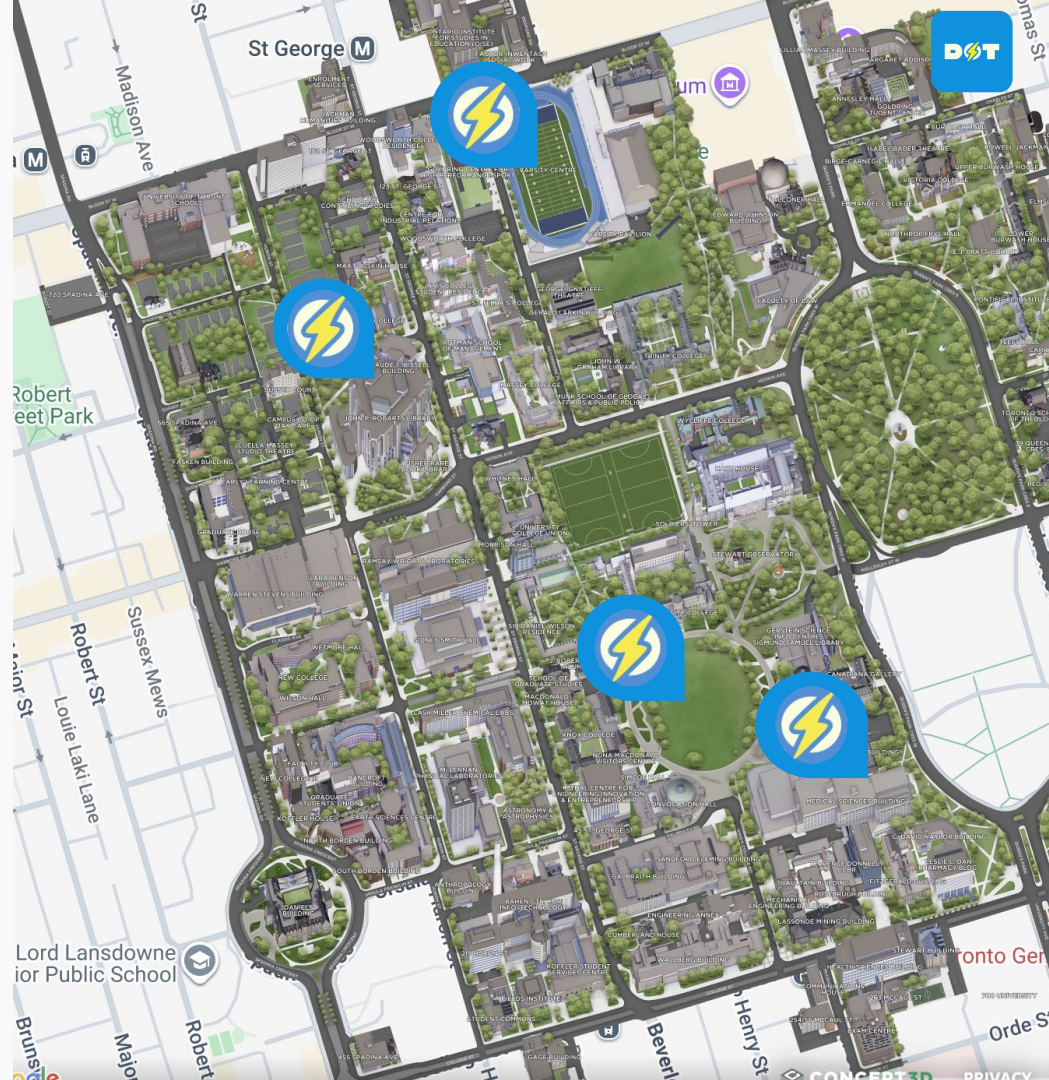
- Food courts, study halls

## Campus Cafés & Vending Machines

- High-foot-traffic locations

## Gyms & Varsity Centres

- Natural link to endurance & performance



# Promotions and Communication Strategy

Bundles and campus promotions

On-campus sampling

Posters, digital screens, campus TV



Referral codes & ambassadors,  
Varsity team sponsorships



Stress-week activations  
(midterms, finals)

Content built around  
real student scenarios





# Timeline & Projections

## Market Entry & Validation

Focus: Product Launch, Penetration Pricing, On-Campus Promotion.

Months 1-3

## Grounding & Reflection

Focus: Targeted Physical & E-Commerce Distribution, Strategic.

Months 4-12

## Expansion & Growth

Focus: Pricing Adjustments, Broader Retail Entry, Flavor/Variant Expansion.

2nd Year

## Maturity & Profitability

Focus: National Distribution, Sustained Market Share.

3rd Year



Thank  
You!