

The ABInBev logo is positioned at the top of a large circular graphic. It features a stylized yellow and white circular icon followed by the text "ABInBev" in a white sans-serif font.

100+

CHALLENGE

TEAM NAME

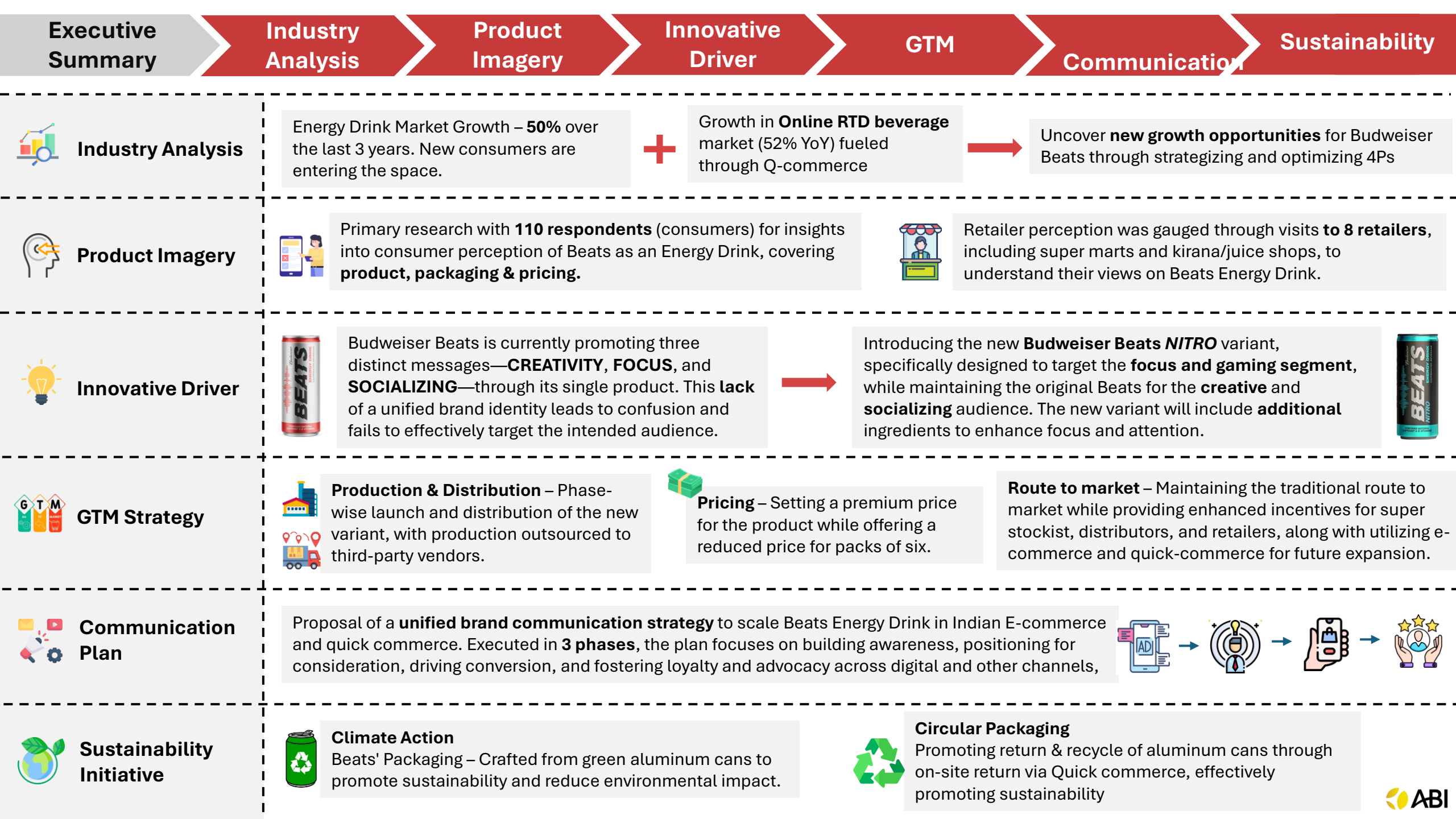
SMOOTH OPERATORS

COLLEGE NAME

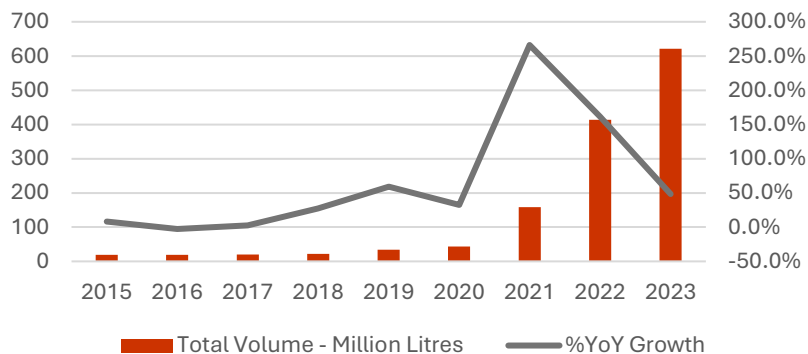
GOA INSTITUTE OF MANAGEMENT

MEMBERS NAME

N SANJAY
PRATHAM PARYANI
UTKARSH KHERA

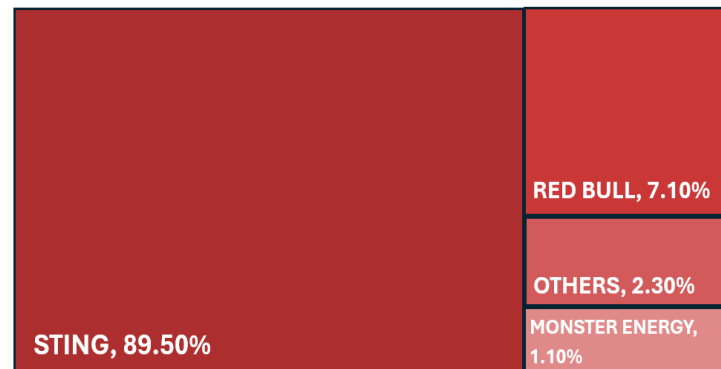


ENERGY DRINK SALES (INDIA)



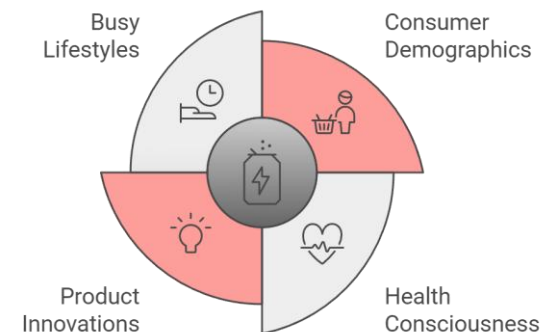
Growth of Energy Drinks as a category – **Above 50% over the last 3 years;** Source: Euromonitor Market Research

MARKET SHARE OF BRANDS



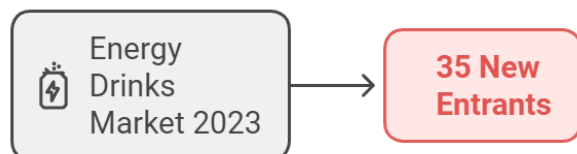
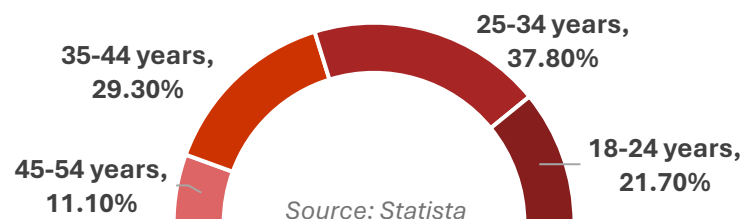
In the Premium Segment, Red Bull & Monster Energy are leading the market; Source: Euromonitor Market Research

FACTORS DRIVING ENERGY DRINK DEMAND IN INDIA



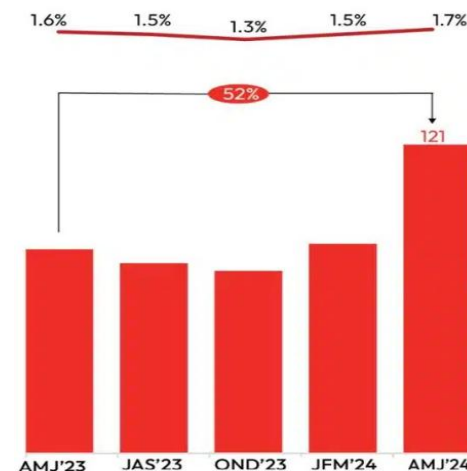
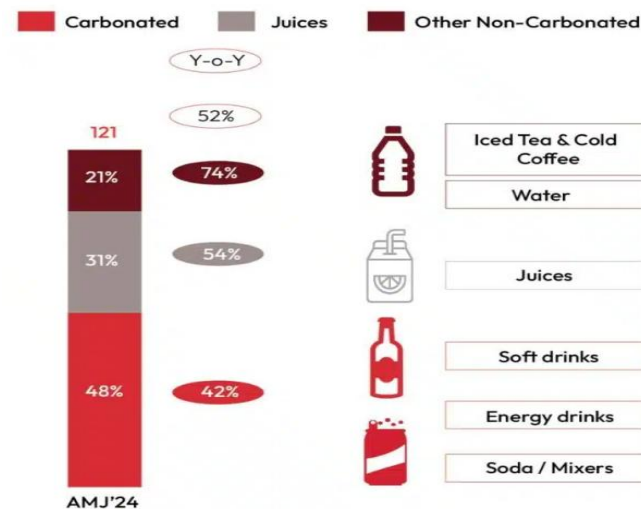
Source: <https://kevaflavours.com/energizing-trends-of-the-energy-drink-market/>

ENERGY DRINK CONSUMERS – BY AGE

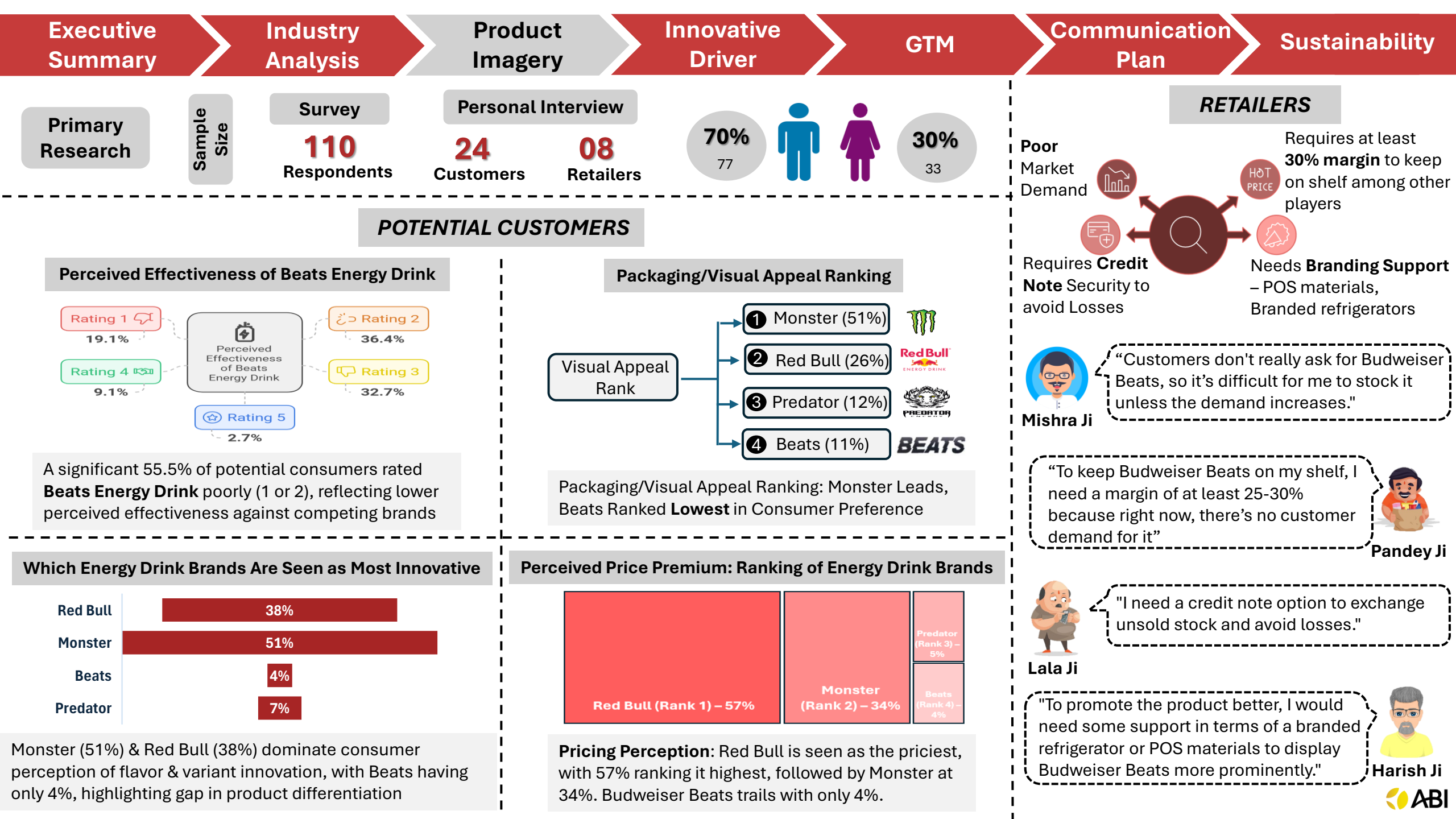


Source: <https://kevaflavours.com/energizing-trends-of-the-energy-drink-market/>

ONLINE RTD BEVERAGE MARKET SIZE BY GMV



The online RTD bev. market in India grew **52% YoY** during AMJ 2024, reaching \$121 million; Source: RedSeer Analysis

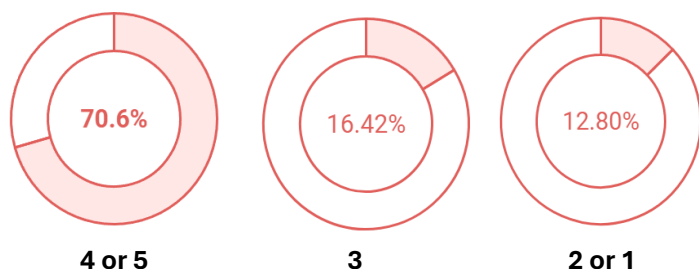


Foundation for the Innovative Driver

Natural Ingredient Preference

Source – Primary Research (110 Respondents)

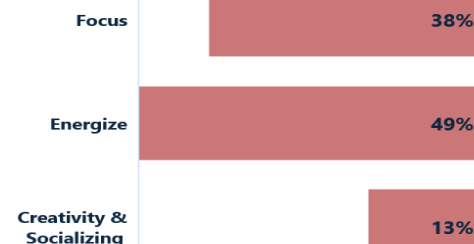
After Energy Boost and Flavour, **natural/quality ingredients** come out to be the next important attribute on a **5-point Likert scale**



External Influences for driving innovation for natural ingredient incorporation – **Food Pharmer**

Occasions for Energy Drink Consumptions

Source – Primary Research (110 Respondents)



CREATIVITY

FOCUS

SOCIALIZING

Beats **currently targets two opposing segments with a single product** through its campaigns, leading to over-positioning and confused brand identity, thereby creating the need for differentiated products

Innovative Driver

Pain Points

The existing packaging is not attractive to me

It feels fun & casual, but I wouldn't rely on the existing Beats to keep me awake like other brands.

Haven't seen any ads, lead to late purchase

Arjun,
StudentKaran,
Night-shift
employeeTarun,
Software EngBudweiser Beats **NITRO**

People seeking **focus** during long working hours or gaming sessions

New Ingredients - *Ginkgo biloba*, *Bacopa monnieri* proven to increase focus/attention



Strategy won't change here, target group would be still **creative people and socializers**

Beats is represented as creative brand, & existing beats will **solely** represent it





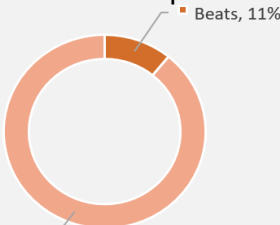



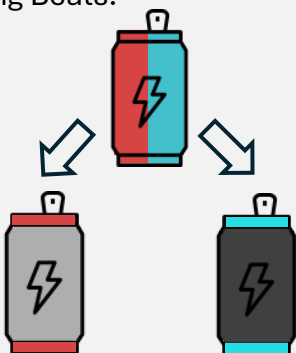


NITRO would **solve** all the **pain points** of beats

- Creating **2 different identities** (Focus & Creative), making it easier for consumers
- New variant – leading to **new segments** – hence increasing **growth** of beats sales
- **Attractive packaging** – Pain point identified via primary research (89% people felt so)

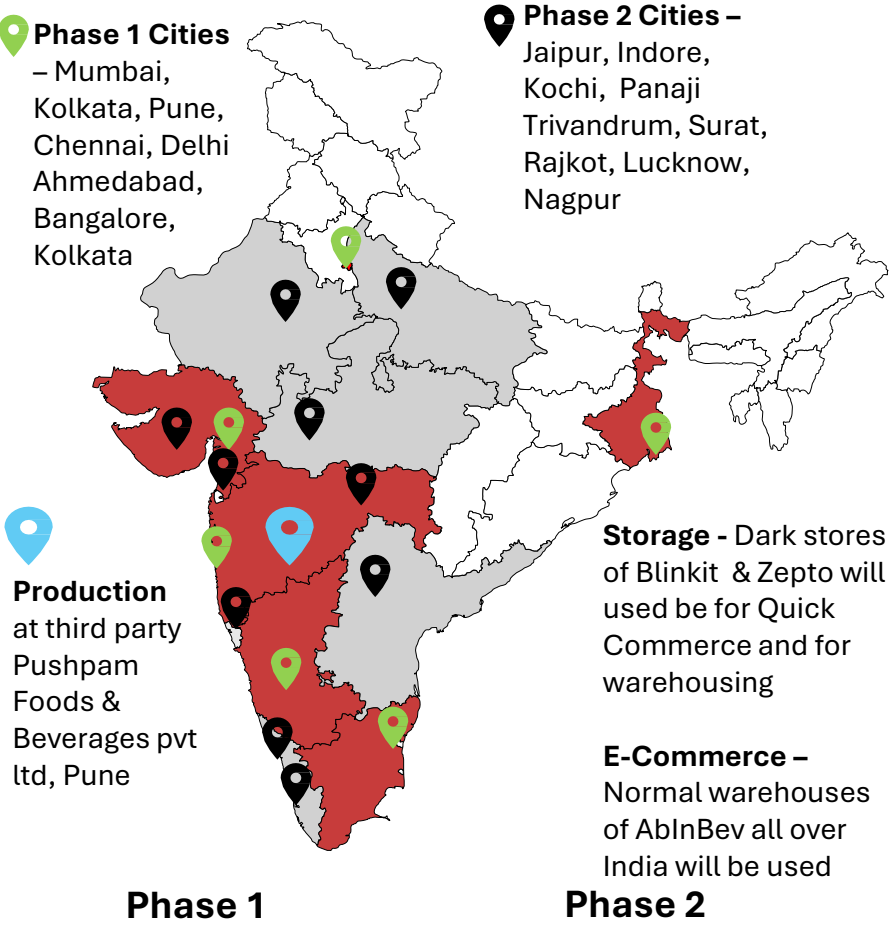
Budweiser Beats NITRO

The Budweiser Beats *NITRO* variant is designed to appeal to those seeking a **boost** during tasks that require heightened **focus and concentration**. Budweiser Beats *NITRO* will cater to audiences engaged in **mentally demanding activities**, such as

<div><div>Working professionals</div></div>	<div><div>Students</div></div>	<div><div>Gamers</div></div>						
<div><div>Design</div></div> <p>The existing design pattern of Regular Beats will be retained, but the color scheme will shift to neon blue and black. This change is based on primary research, where 89% of survey respondents found the current regular Beats appearance bland.</p> <p>The new colors aim to enhance visual appeal and align with consumer preferences.</p> <p>New design captures customers: Beats <i>NITRO</i> proves more appealing than the current option</p> <div><table><tr><th>Variant</th><th>Percentage</th></tr><tr><td>Beats Nitro</td><td>89%</td></tr><tr><td>Beats</td><td>11%</td></tr></table></div> <p>Source – Primary Research (110 Respondents)</p>	Variant	Percentage	Beats Nitro	89%	Beats	11%	<div><div>Innovation</div></div> <p>The base for the drink will remain the same but few ingredients - <i>Ginkgo biloba, Bacopa monnieri</i> (proven to increase focus & attention) will be added</p> <p>In upcoming years (in phases) various <i>flavours</i> of Nitro will be introduced as well like <i>Blue Raspberry Rush, Orange Sparkle etc.</i></p> <p>Continuous innovation enhances customer satisfaction, fosters loyalty, and boosts purchase intentions, resulting in sustained sales growth</p> <div></div> <p>Source – Secondary Research - “Consumer Behaviour Analysis in Energy Drink Sector”- https://shorturl.at/5898Z</p>	<div><div>Identity</div></div> <p>The key differentiation lies in the distinct identities of each product. Beats is positioned around creativity, while Beats <i>NITRO</i> is focused on people aiming for concentration and focus.</p> <p>This clear separation ensures that both variants carry unique brand identities, addressing the current identity challenges faced by existing Beats.</p> <div></div>
Variant	Percentage							
Beats Nitro	89%							
Beats	11%							



PRODUCTION & DISTRIBUTION



Quick commerce and E-Commerce for beats original and nitro both will first start in Tier-1 cities like Mumbai, Bangalore etc.

Then after 1-year Quick commerce and E-Commerce will penetrate Tier-2 cities like Indore, Lucknow, Panaji , kochi etc.

Budweiser Beats



Quantity	Price
250 ml	Rs. 110
1500 ml (Pack of 6)	Rs. 599

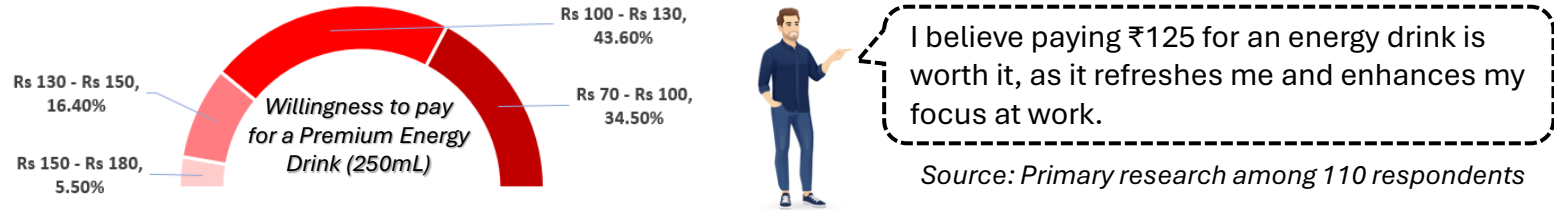
PRICING

Budweiser Beats NITRO

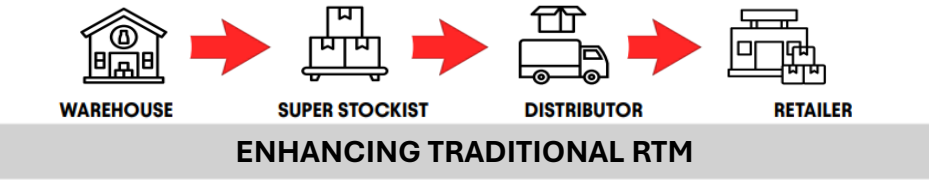


Quantity	Price
250 ml	Rs. 125
1500 ml (Pack of 6)	Rs. 699

- Primary research reveals that 43% of consumers feel **Budweiser Beats pricing** is perfectly spot-on.
- Introduced Beats **NITRO** to focus on specific needs, **preventing brand confusion** from earlier all-in-one positioning.



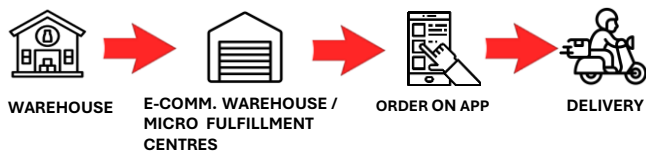
Traditional Method



- SUPER-STOCKIST & DISTRIBUTOR LEVEL:** *Beats Buyback Program* - Mitigate Financial Risks & Inventory Costs with Fixed-Price Stock Re-purchase
- RETAILER LEVEL:** *Enhanced In-Store Visibility* - Boost Budweiser Beats’ presence and appeal with free or subsidized branded equipment like coolers and displays

ROUTE TO MARKET (RTM)

E & Q-commerce



- Quick commerce's rise in India has established a new RTM, evidenced by the online RTD beverages market's 52% YoY growth to \$121 million in 2024, positioning it for further expansion

Target Personas

Rahul, 26, is a corporate ace who nails deadlines and looks for **creative ways** in completing his projects in an efficient manner. Emphasizes quick commerce delivery speed for “just-in-time” **energy boosts & focus** during critical project phases



Tech Savvy Professional

Rahul, 26

Need | Creativity & Focus
| for projects

“I am an architect, clients always request to make some unique designs, hence creativity is one area where I can't lack ”

“I am so much engrossed in work that I prefer to meet my daily needs via Quick Commerce”

Vaibhav, 20, the late-night study warrior. He wants to be on his top performance in terms of **focus for his college projects** and exams. Prefers the **convenience** of quick delivery during study periods. Looks for a trendy alternative to traditional energy drinks



Ambitious College Student

Vaibhav, 20

Need | Focus during a
| sleepless night

“I usually stay awake till 3 to 4 A.M., to complete assignments on deadline , I prefer an energy drink to keep the concentration high”

“Usually prefer late night delivers for food and energy drink via Quick Commerce”

Siddharth, 19, A hard core gamer. Attracted to the potential performance-enhancing foods. **Prioritizes focus** in gaming sessions. Frequent user of quick commerce apps for **last-minute gaming fuel**



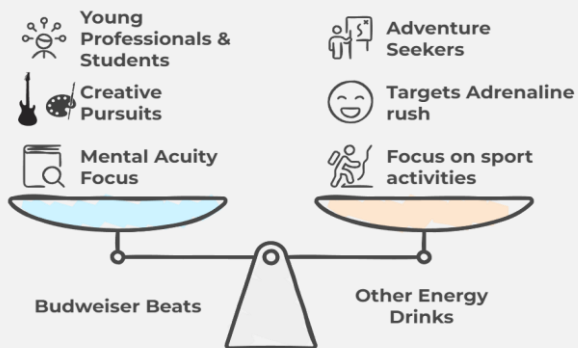
The Competitive Gamer

Siddharth, 19

Need | Concentration
| during gaming
| sessions

“I aspire to be a professional gamer, I usually play till 2 A.M., as in afternoon I attend college, energy drinks come in handy to boost my focus during gaming hours ”

Intended Brand Positioning & Differentiation



Budweiser Beats vs. Other Energy Drinks:
Focused Energy for Productivity

Budweiser Beats fuels the creative minds of Gen Z and Millennials, offering clarity, focus, and sustained energy for intellectual and artistic pursuits. Beats champions mental acuity and productivity

Get Your Beats On and unlock your creative best.

Borrowing Brand Equity as per Trends



Diljit Dosanjh



Carry Minati



Manu Bhaker

Brand Equity of a few personalities can be borrowed for **maintaining relevance** in the market by releasing timely campaigns. The personalities chosen should match the brand identity and connect with the specific Beats variant.



Key Message

Get Your Beats On! ⚡

Phase 1: Awareness (Teaser & Product Launch)

Short-term (1 week)

Phase 2: Conversion & Retention Drive

Post Launch – Rolling/Ongoing

Goal 1: Teaser and Product Reveal for Beats NITRO (Nationwide)

Goal 1: Drive Conversions on E-commerce and Q-commerce Platforms (Tier -1 Cities)

Platforms

Action

- Launch a cryptic teaser campaign on Instagram and Twitter using creative posts to build intrigue around **Beats Nitro**.
- Use engaging visuals, hints, and interactive elements to stimulate curiosity and conversation.
- Follow up with a high-impact product reveal, borrowing brand equity of resonating personalities for campaigns highlighting **Beats Nitro's** uniqueness and driving excitement for the launch.

Platforms

Action

- Leverage **Zepto's Stories Features** and **in-app videos** to introduce the full **Beats** range and drive awareness for platform users.
- Use **OOH billboards** with Zepto and Blinkit in key locations to promote the quirky and creative availability message of Beats.
- Execute targeted ads and optimized product listings on **Amazon** to drive traffic and conversions for Budweiser Beats.

Platforms

Action


- Share-a-Beat Campaign:** Launch a **gifting feature** on E/Q-commerce, promoted on social media, letting users send **Budweiser Beats** for key moments
- Boost engagement with UGC (User Generated Content), having consumers share creative or focus stories with Beats or Beats Nitro as social proof.

Platforms

Action

- Implement **push notifications** on Q-commerce platforms during exam seasons and near office parks with quirky, location-based messages to trigger purchases of **Beats Nitro**.
- Create urgency with **limited-time banner ads** offering a 25-30% discount on a pack of six, driving impulse purchases from value-conscious consumers.
- Gamified Experience - **"15 Min. Beats Boost"** Campaign – A user orders Beats & completes a **digital game before delivery arrives** making one eligible for some offers on next order
- On **Amazon**, offer a **"Productivity Pack"** bundle, combining Beats with complementary items to increase basket size and align with the productivity focus.

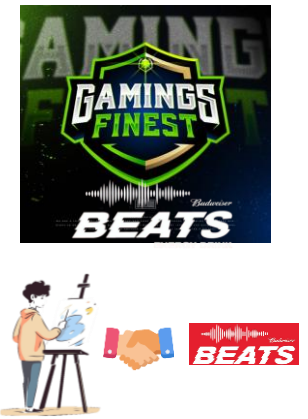
Phase 3: Community Building & Advocacy

 2 months post launch – Ongoing/Rolling

Goal 1: Build a Loyal Community of Beats

Action

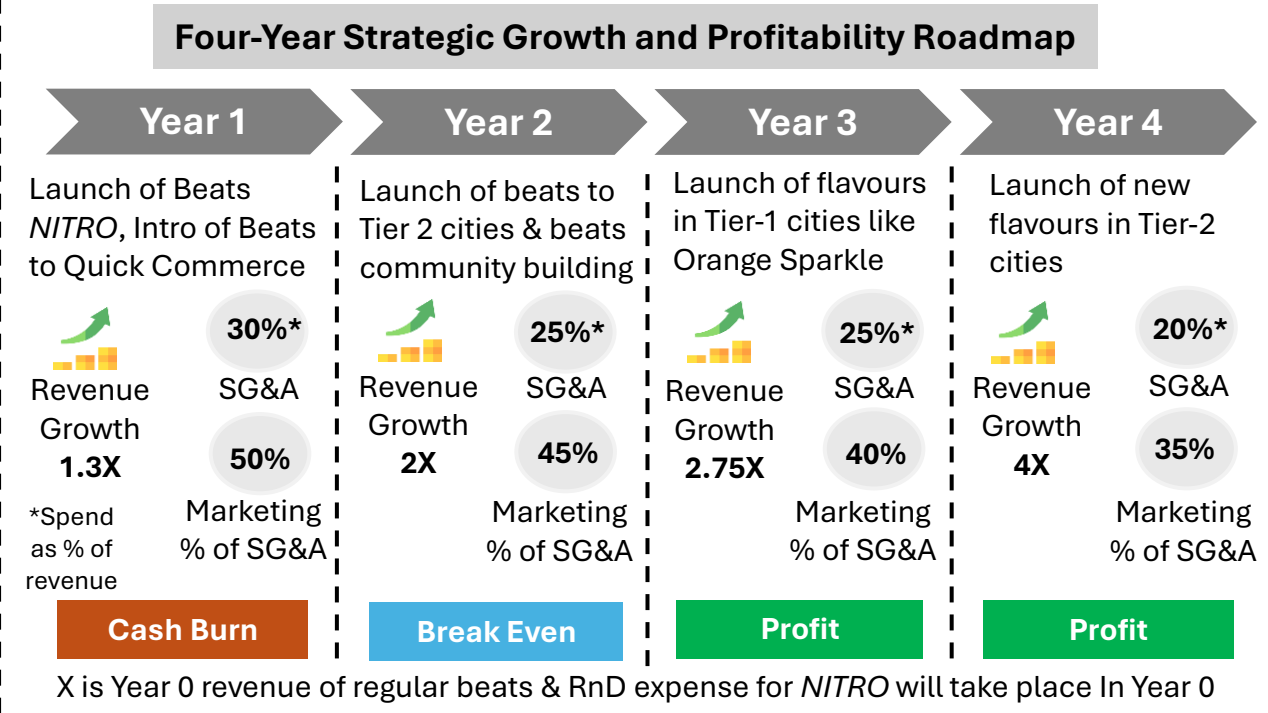
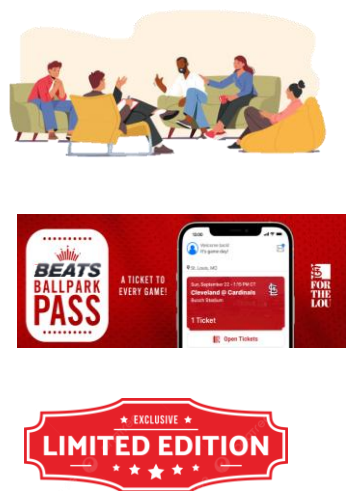
- Partner with major e-gaming tournaments and events to integrate **Budweiser Beats** as the official energy drink for gamers, creating a community of engaged fans.
- Limited Edition Collaboration Series** – Invite followers on social media to submit designs for limited-edition product packaging or merch. This will build community ownership and boost brand loyalty.



Goal 2: Rewarding the Beats community, inspiring others to join and fuel its growth

Action

- Launch the “**Beats Insiders Club**” to recognize and reward users who actively engage with the brand through social media and other platforms.
- Provide **exclusive invites** to Budweiser-sponsored events, such as concerts and special gaming or focus-driven events, to top community members.
- Offer **early access** to limited edition flavors and variants to build a sense of exclusivity and deepen brand loyalty.



Metrics to be Measured (Expected % increase on X)

• Brand Awareness (1st Year): 10-15%
Aided & unaided brand recall

• Social Media Engagement (1st Year):
Follower Growth: 20-30%; Engagement: 5-8%

E & Q-Commerce Apps				
Sales Volume (Yr 1): 20-25%	Share of category (Yr 1): 10-15%	Conversion Rate: 3-5% (E-comm.) 8-10% (Q-comm.)	Repeat Purchase (30 days): 20-30%	Maintain 4.2+ Star Rating

Campaign specific KPIs:

- 15 Min. Beats Boost Campaign – Participation rate & Completion rate
- Limited time offers: Redemption rate & sales lift during promotion periods

ABI

Circular Packaging

Beats' Packaging – Crafted from **recycled** aluminum cans to promote sustainability and reduce environmental impact.

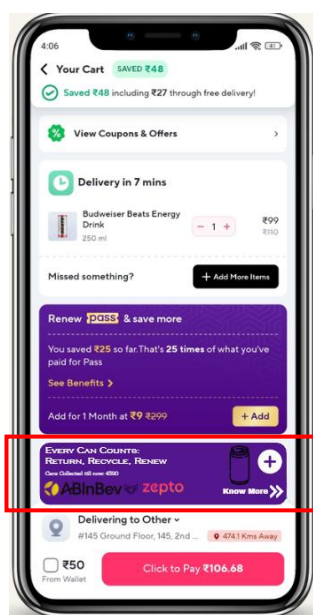
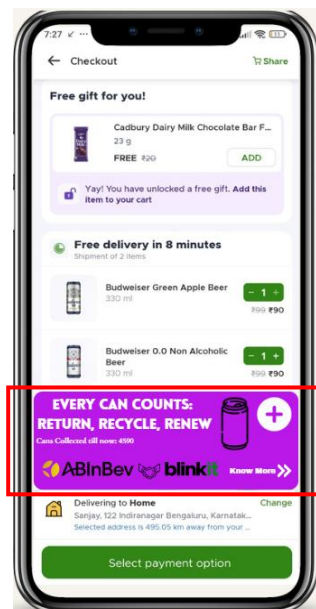
ABInBev Collaboration with Zepto & Blinkit:
*Every Can Counts: **Return, Recycle, Renew***

Features:

- Open to all brands of cans.
- Integration with order delivery process.
- Optional participation for customers.

How it Works:

- Customers opt-in during checkout
- Delivery representative:
 - Brings purchased items
 - Collects used cans
- Cans are taken to Zepto/Blinkit warehouses
- Cans transferred to ABInBev for recycling



BENEFITS:

- Promotes sustainable circular economy
- Convenient for customers
- Utilizes existing delivery infrastructure



ENVIRONMENTAL IMPACT:

- Reduces waste
- Increases recycling rates
- Conserves resources

Climate Action

Green AluCans – By launching green aluminum tin cans, saves 95% of energy, **cuts greenhouse gas emissions**, & reduces landfill waste.



Sourcing Green Aluminum Raw Materials from Vedanta: Procure green aluminum raw materials from Vedanta for sustainable production.

Utilizing **Vedanta's Restora** (L3 Carbon Aluminium) product significantly **reduces greenhouse gas emissions**.

Employing green aluminum in tin can production facilitates easier **recycling** and **conserves energy**.



BENEFITS:



Reduced Carbon
Footprint

Better Recycling



Improvement in the
Brand Image

Lower Energy
Consumption



Faster Cooling

Corrosion
Resistance

