

 ABInBev 1Q+
CHALLENGE

TEAM NAME

SMOOTH OPERATORS

COLLEGE NAME

GOA INSTITUTE OF MANAGEMENT

MEMBERS NAME

N SANJAY
PRATHAM PARYANI
UTKARSH KHERA

Executive Summary

Industry Analysis

Product Imagery

Innovative Driver

GTM

Communication

Sustainability



Industry Analysis

Energy Drink Market Growth – **50%** over the last 3 years. New consumers are entering the space.



Growth in **Online RTD beverage** market (52% YoY) fueled through Q-commerce



Uncover **new growth opportunities** for Budweiser Beats through strategizing and optimizing 4Ps



Product Imagery



Primary research with **110 respondents** (consumers) for insights into consumer perception of Beats as an Energy Drink, covering product, packaging & pricing.



Retailer perception was gauged through visits **to 8 retailers**, including super marts and kirana/juice shops, to understand their views on Beats Energy Drink.



Innovative Driver



Budweiser Beats is currently promoting three distinct messages—**CREATIVITY, FOCUS, and SOCIALIZING**—through its single product. This **lack** of a unified brand identity leads to confusion and fails to effectively target the intended audience.



Introducing the new **Budweiser Beats NITRO** variant, specifically designed to target the **focus and gaming segment**, while maintaining the original Beats for the **creative** and **socializing** audience. The new variant will include **additional** ingredients to enhance focus and attention.



GTM Strategy



Production & Distribution – Phase-wise launch and distribution of the new variant, with production outsourced to third-party vendors.



Pricing – Setting a premium price for the product while offering a reduced price for packs of six.

Route to market – Maintaining the traditional route to market while providing enhanced incentives for super stockist, distributors, and retailers, along with utilizing e-commerce and quick-commerce for future expansion.



Communication Plan



Proposal of a **unified brand communication strategy** to scale Beats Energy Drink in Indian E-commerce and quick commerce. Executed in **3 phases**, the plan focuses on building awareness, positioning for consideration, driving conversion, and fostering loyalty and advocacy across digital and other channels,



Sustainability Initiative



Climate Action

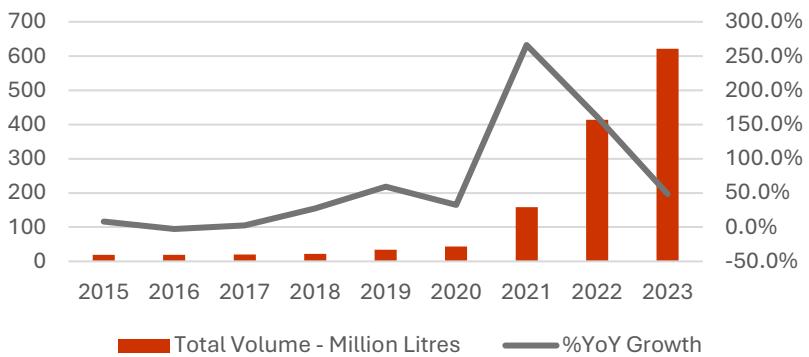
Beats' Packaging – Crafted from green aluminum cans to promote sustainability and reduce environmental impact.



Circular Packaging

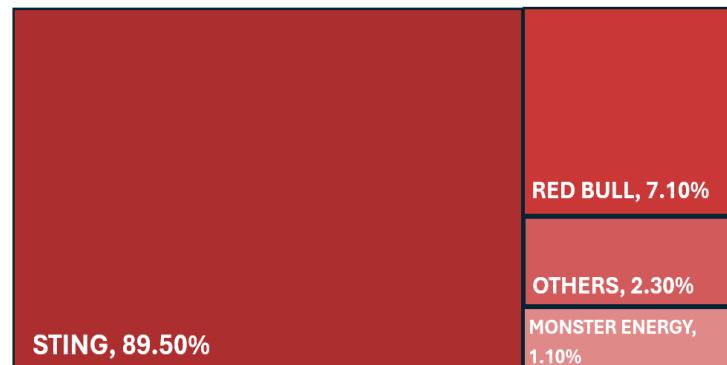
Promoting return & recycle of aluminum cans through on-site return via Quick commerce, effectively promoting sustainability

ENERGY DRINK SALES (INDIA)



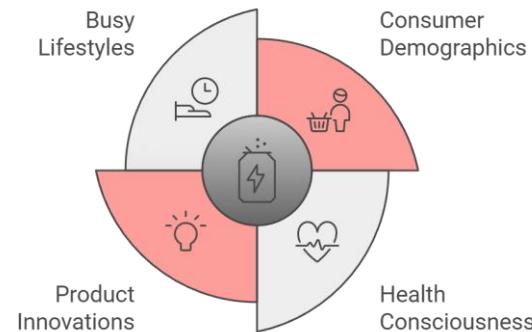
Growth of Energy Drinks as a category – **Above 50% over the last 3 years;** Source: Euromonitor Market Research

MARKET SHARE OF BRANDS



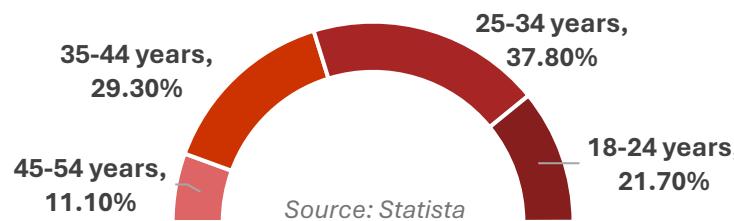
In the Premium Segment, Red Bull & Monster Energy are leading the market; Source: Euromonitor Market Research

FACTORS DRIVING ENERGY DRINK DEMAND IN INDIA



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

ENERGY DRINK CONSUMERS – BY AGE



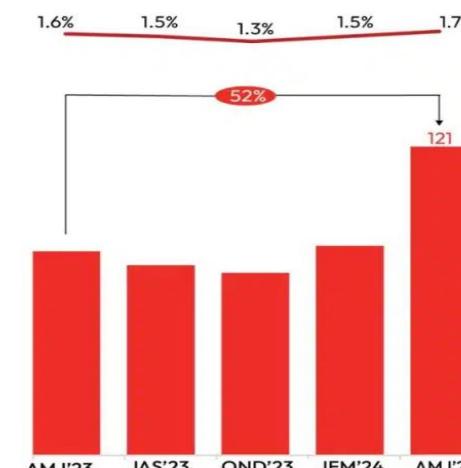
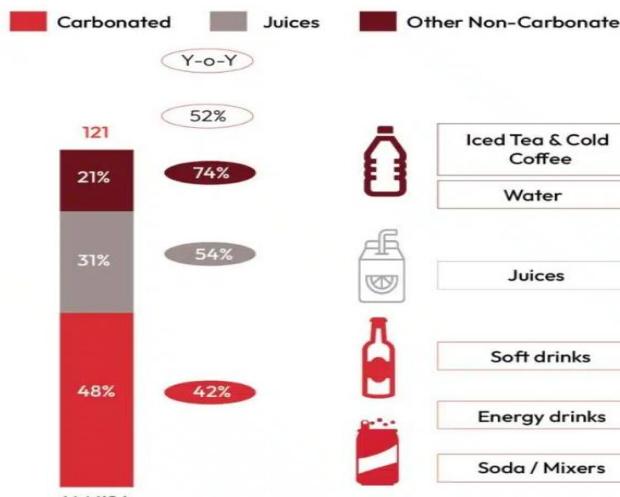
Source: Statista

Energy
Drinks
Market 2023

35 New
Entrants

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

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Primary Research

Sample Size

Survey

110
Respondents

Personal Interview

24
Customers
08
Retailers

70%

77

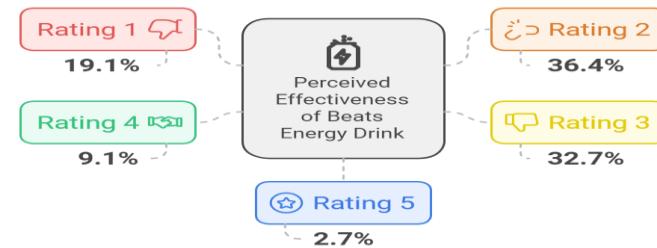


30%

33

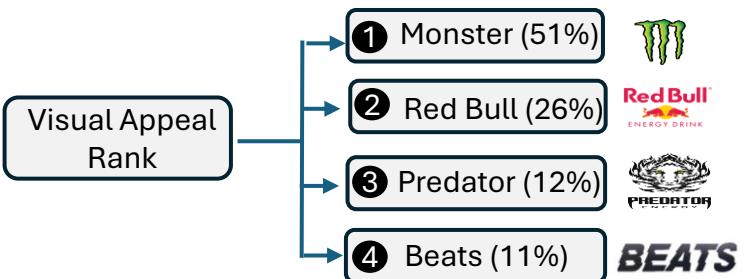
POTENTIAL CUSTOMERS

Perceived Effectiveness of Beats Energy Drink



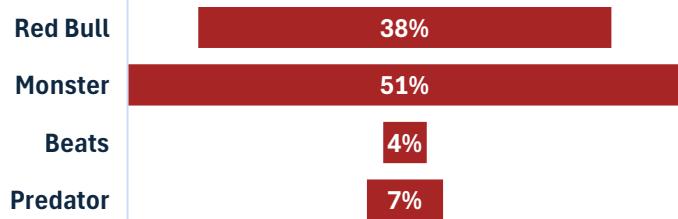
A significant 55.5% of potential consumers rated **Beats Energy Drink** poorly (1 or 2), reflecting lower perceived effectiveness against competing brands

Packaging/Visual Appeal Ranking



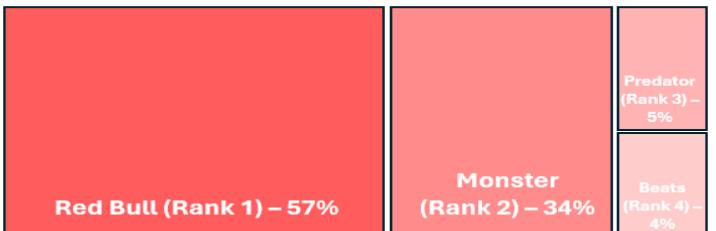
Packaging/Visual Appeal Ranking: Monster Leads, Beats Ranked **Lowest** in Consumer Preference

Which Energy Drink Brands Are Seen as Most Innovative



Monster (51%) & Red Bull (38%) dominate consumer perception of flavor & variant innovation, with Beats having only 4%, highlighting gap in product differentiation

Perceived Price Premium: Ranking of Energy Drink Brands



Pricing Perception: Red Bull is seen as the priciest, with 57% ranking it highest, followed by Monster at 34%. Budweiser Beats trails with only 4%.

RETAILERS

Poor Market Demand



Requires Credit Note Security to avoid Losses



Mishra Ji

"Customers don't really ask for Budweiser Beats, so it's difficult for me to stock it unless the demand increases."

"To keep Budweiser Beats on my shelf, I need a margin of at least 25-30% because right now, there's no customer demand for it"



Pandey Ji



Lala Ji

"I need a credit note option to exchange unsold stock and avoid losses."



Harish Ji

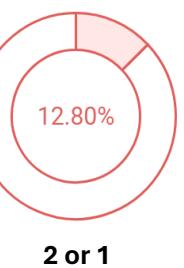
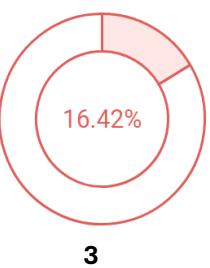
"To promote the product better, I would need some support in terms of a branded refrigerator or POS materials to display Budweiser Beats more prominently."



Foundation for the Innovative Driver

Natural Ingredient Preference

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

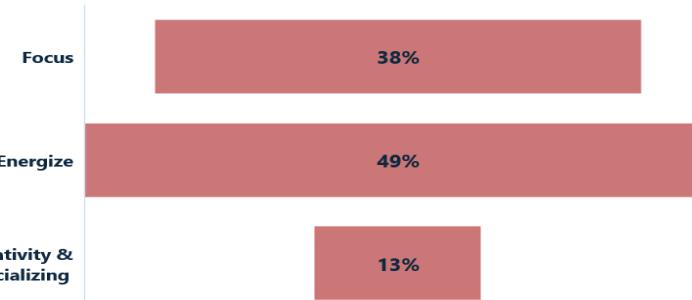


Source – Primary Research (110 Respondents)



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

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,
Student



Karan,
Night-shift
employee



Tarun,
Software Eng



Budweiser Beats NITRO

People seeking **focus** during long working hours or gaming sessions
New Ingredients - *Ginkgo biloba, Bacopa monnieri* proven to increase focus/attention



Launching new variant Budweiser Beats **NITRO**



Budweiser Beats

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



ABI

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



Working professionals



Students



Gamers

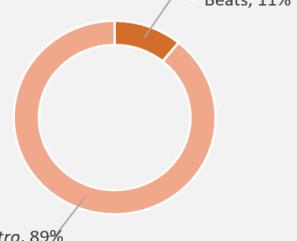


Design

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.

The new colors aim to enhance **visual appeal** and align with consumer preferences.

New design captures customers:
Beats NITRO proves more appealing than the current option



Source – Primary Research (110 Respondents)



Innovation

The **base** for the drink will **remain the same** but few ingredients - **Ginkgo biloba, Bacopa monnieri** (proven to increase focus & attention) will be added

In **upcoming years** (in phases) various **flavours** of Nitro will be introduced as well like **Blue Raspberry Rush, Orange Sparkle etc.**

Continuous innovation enhances customer satisfaction, fosters loyalty, and boosts purchase intentions, resulting in sustained sales growth

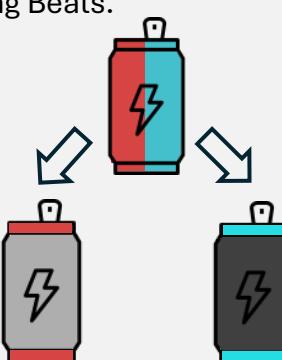
Source – Secondary Research - “Consumer Behaviour Analysis in Energy Drink Sector”- <https://shorturl.at/5898Z>



Identity

The key differentiation lies in the distinct identities of each product. **Beats** is positioned around **creativity**, while **Beats NITRO** is focused on people aiming for **concentration and focus**.

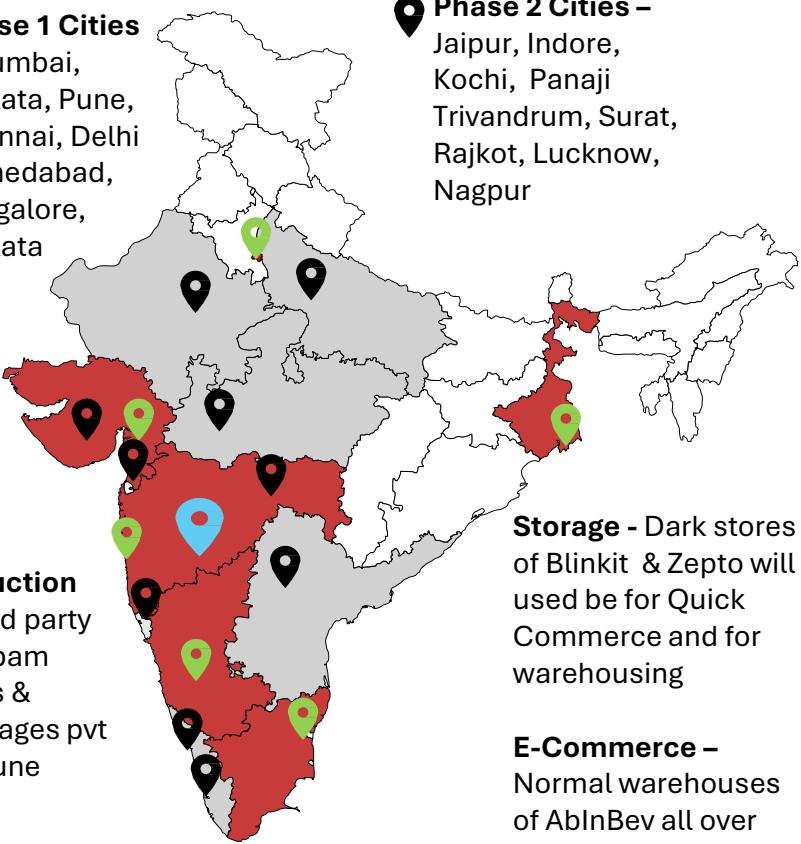
This clear separation ensures that both variants carry **unique brand identities**, addressing the current identity challenges faced by existing Beats.



PRODUCTION & DISTRIBUTION

Phase 1 Cities
– Mumbai, Kolkata, Pune, Chennai, Delhi, Ahmedabad, Bangalore, Kolkata

Production
at third party Pushpam Foods & Beverages pvt ltd, Pune

**Phase 1**

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

Phase 2

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

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

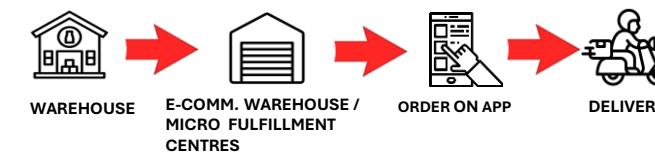
Budweiser Beats NITRO

- 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.



I believe paying ₹125 for an energy drink is worth it, as it refreshes me and enhances my focus at work.

Source: Primary research among 110 respondents

Traditional Method**ROUTE TO MARKET (RTM)****ENHANCING TRADITIONAL RTM**

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

- 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

Rahul, 26, is a corporate ace who nailing 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

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 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

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 deliveries 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**

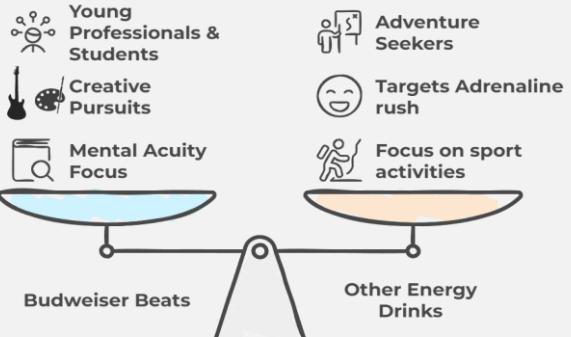


The Competitive Gamer

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 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)

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

Platforms			
Action			
<ul style="list-style-type: none"> 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. 			



Goal 2: Launch of Budweiser Beats on Blinkit, Zepto, and Amazon (Tier -1 cities)

Platforms				
Action				
<ul style="list-style-type: none"> 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. 				



Phase 2: Conversion & Retention Drive



Post Launch – Rolling/Ongoing

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

Platforms				
Action				
<ul style="list-style-type: none"> 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. 				



Goal 2: Maximize Social Media Engagement & Redirect to E/Q-Commerce for Purchase

Platforms				
Action				
<ul style="list-style-type: none"> 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. 				



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.



Four-Year Strategic Growth and Profitability Roadmap

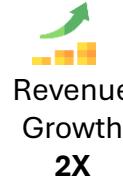
Year 1

Launch of Beats
NITRO, Intro of Beats
to Quick Commerce

*Spend as % of revenue

Cash Burn

Year 2

Launch of beats to
Tier 2 cities & beats
community building

Marketing % of SG&A

Break Even

Year 3

Launch of flavours
in Tier-1 cities like
Orange Sparkle

Marketing % of SG&A

Profit

Year 4

Launch of new
flavours in Tier-2
cities

Marketing % of SG&A

Profit

X is Year 0 revenue of regular beats & RnD expense for *NITRO* will take place In Year 0

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
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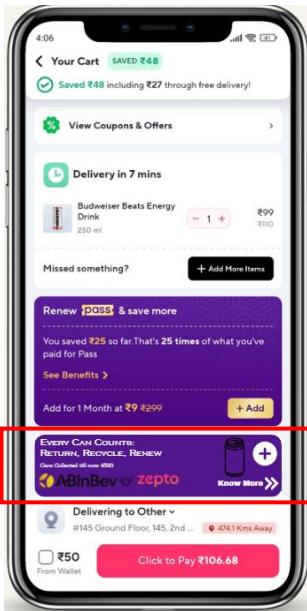
Campaign specific KPIs:

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

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

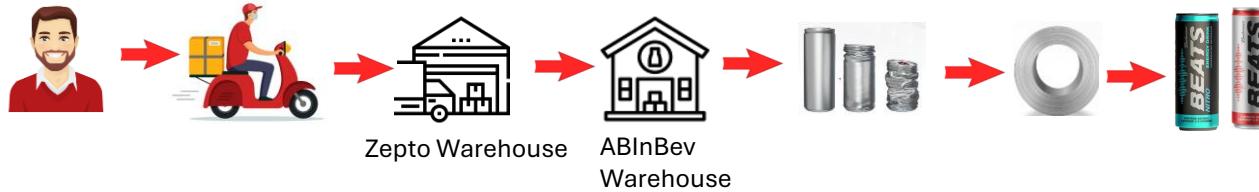
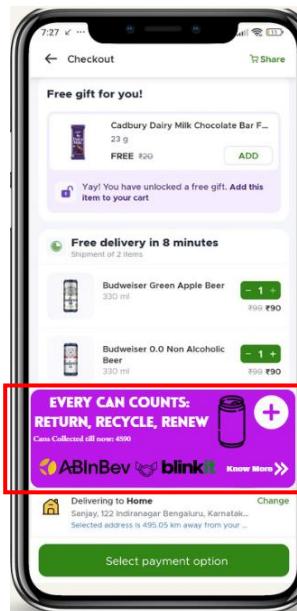


Features:

- 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