



DO THE MOST





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Situation Analysis:

History:

Monster Energy is an international brand. The product was first introduced by Hansen Natural Corp in 2002. The product was so successful that the company name was changed to Monster Beverage Corporation in 2012. There are 34 different drinks under the Monster Brand in North America, including its core Monster Energy line, Java Monster, Extra Strength, Import, Rehab and Muscle Monster. The company is based in Corona California. Parent company is Coca-Cola, and Rodney Sack is the current CEO.

Monster Energy offers giant doses of caffeine and sugar in big black cans, adorned with neon-colored claw marks. The tough exterior, plus a bevy of extreme-sports sponsorships, positions

Monster as an edgy alternative in the energy-drink market. Monster's most popular slogan is, "Unleash the beast."

Market Share:

According to the Market Share Reporter database, as of 2014 Monster Energy products own 24.77% of the energy drink market. These products include: Monster Energy, Monster Energy Zero Ultra, Java Monster, and Monster Rehab.

Top Energy Drink Brands 2014

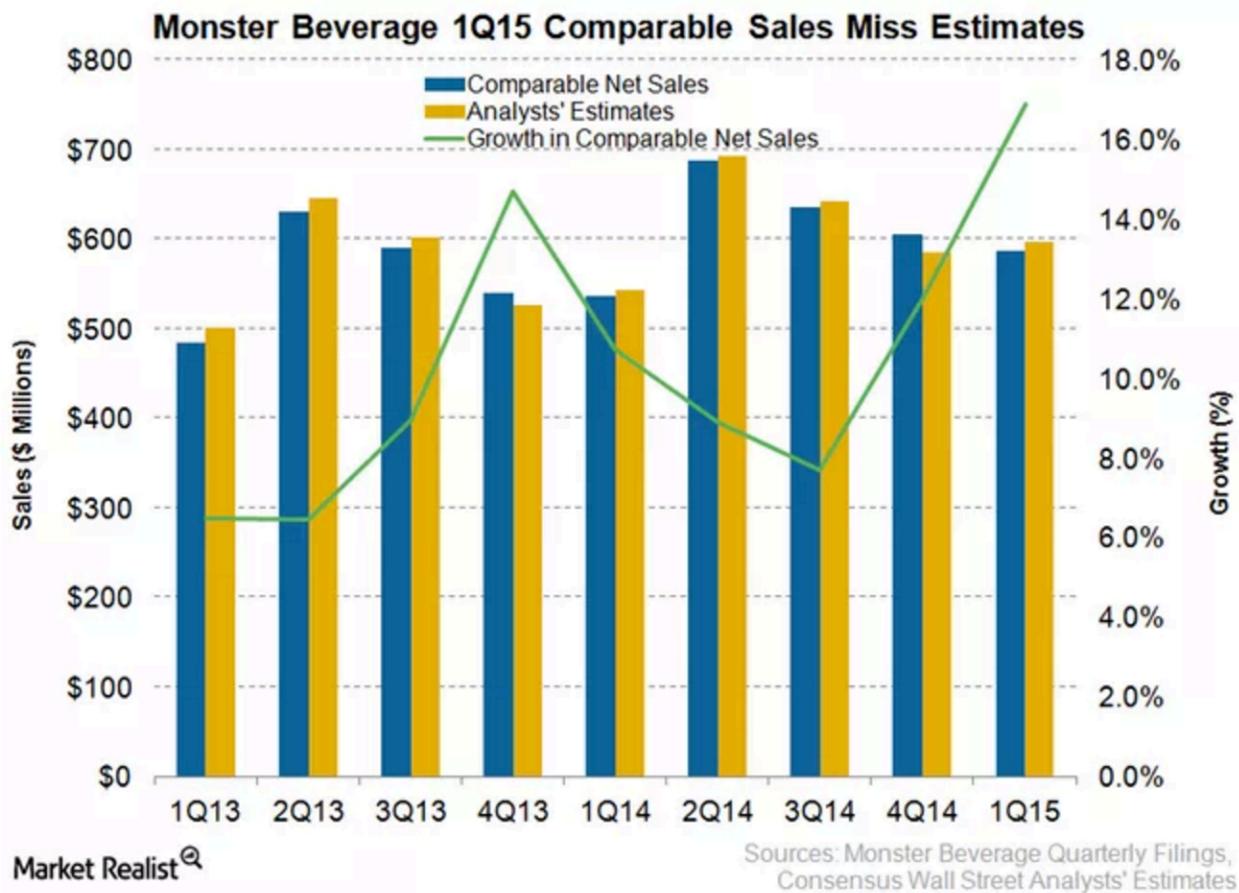
Brands are ranked based on sales at supermarkets, drug stores, mass merchandisers (including Wal-Mart), gas and convenience stores, military commissaries and select dollar and club chains for the 52 weeks ended November 30, 2014.

	(\$ mil.)	Share
Red Bull	\$3,708.0	35.22%
Monster Energy	1,334.7	12.68
Monster Energy Zero Ultra	352.6	3.35
NOS	348.2	3.31
Java Monster	313.4	2.98
Monster Rehab	311.4	2.96
Rockstar	302.6	2.87
Monster Energy Lo Carb	294.5	2.80
Other	3,562.1	33.84

Past Sales: 2015

Monster's (United States) gross sales for 2015 increased 6.7 percent to \$743.2 million from \$696.3 million made in 2014. However, gross and net sales for the year were negatively impacted in the last three months due to a pre-announced price increase that took place in August of 2015 on certain Monster Energy brand drinks. The Company estimates that the advance purchases reduced gross and net sales for 2015 by approximately \$11.0 million. Gross sales to customers outside the United States increased to \$177.1 million in the 2015 from \$160.1 million in 2014.

Gross profit in 2015 rose to 62.5 percent, from 54.8 percent for the same period last year. Operating expenses for the 2015 fourth quarter increased to \$174.9 million from \$138.9 million in the same period last year.



Competitors

Below, we've listed the top 15 Energy drinks worldwide (as of 2015). Monster ranks second on the list, falling just behind Red Bull. The sales on the right are in millions.

1	<u>Red Bull</u>	12,463
2	<u>Monster</u>	4,773
3	<u>Rockstar</u>	1,085
4	<u>Lucozade</u>	709
5	<u>NOS</u>	542
6	<u>Burn</u>	472
7	<u>M-150</u>	325
8	Sting	261
9	Cobra	260
10	Hi-Tiger	224
11	Eastroc Super Drink	213
12	<u>Adrenaline Rush</u>	177
12	Dekavita C	174
13	<u>Power Horse</u>	173
14	<u>Relentless</u>	159
15	<u>Amp</u>	155

SWOT Analysis:

Monster Energy Strengths:

- Second in market share
- Variety of flavors
- Well known/ strong community
- Sponsorships
- Convenient (available at multiple outlets)
- Appropriately priced
- Brand loyalty

Monster Energy Weaknesses:

- Monster predominantly aims at the male demographic
- Not engaging with their consumers and/or fans on social media
- The can design is too big
- No print or television advertising
- Not enough sampling at high energy locations
- Sponsors only a few “niche” events (fights/boxing and extreme sports)

Monster Energy Opportunities:

- Grow market share amongst the female audience.
- Be present and sponsor all different types of events. Not just extreme sports and concerts. Look towards sporting events, marathons, street festivals, events with women.
- Sell Monster Energy at stadiums, perhaps even at a discount price to lure in new users (package deal). Particularly sports such as baseball, where there are men and women present.
- More on site activation events: Spring break destination spots, outside ballparks, music festivals, college campuses, drop off at urban offices.
- Hotel mini bar fridge with Monster products
- Fun lively commercials, during shows or other media outlets viewed by young women.
- Team up with popular fast food joints and offer discounted meal combos that include Monster. Could give a lot of people the incentive to give Monster a try.
- Put emphasis on the variety of Monster Energy flavors especially those that women might prefer.

Monster Energy Threats:

- Placed beneath competitor brands in stores (bottom shelf)
- Other brands are less expensive, making consumers reach for them first
- Reliable/ brand loyalists in the market.
- New more health conscious energy drinks emerging. Such as green tea based drinks, Bai.

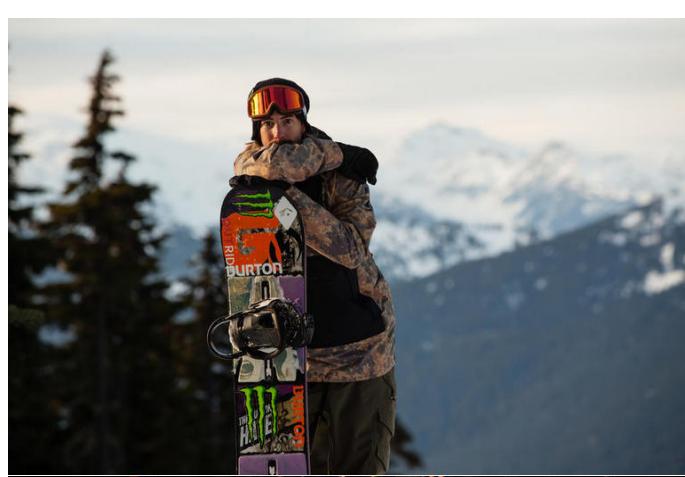
Monster Energy Past Advertising Campaigns:

Most of Monster's advertising is done through sponsoring extreme sports events and athletes.. Monster sponsors the Warped Tour and other smaller scale music festivals as well. Monster has a team of models known as "The Monster Girls" who attend these events as spokespeople and eye-candy for the male audiences on their social media sites and in person. Monster also advertises through vehicle wraps.

Notable Sponsorships include:

- The X Games
- Warped Tour
- UFC Fight Night
- Monster Energy Cup
- Ronda Rousey
- Colin McGregor
- The AMA Supercross championship, a multi city annual indoor off road motorcycle competition
- Danica Patrick

Current and past Advertising/ Sponsorships:



Competitor Campaigns:

- There seems to be more of a focus on health & nutritional information on the womenfolks' side:
<http://www.womenshealthmag.com/food/best-energy-drinks/>
- Small, easily consumable size is also a perk. I know it's kind of a threat, but I wonder if we can do something to twist it into a strength.
- Two of our competitors (energy drinks made for women):
<http://www.gogirlenergy.com/go-girl-/>
<http://drinkcougar.com/>
- There's a focus on women-preferred taste, women empowerment, and the fact that it's tailor-made for women's enjoyment and convenience. And health & calories, of course. Isn't there a zero calorie energy drink?

Target Audience

Current Target Market

Demographics:

- Age: Ranges from 18-34
- Gender: Predominately male
- Education Level: Predominately high-school graduates and under, no college
- Occupation: Natural resources, construction, and maintenance occupations
- Household Income Level: \$75,000-149,000

Psychographics:

- Social Class: Upper middle class
- Lifestyle: Lives in a large county in the South, enjoys fishing, hunting, sports, cars, video games.
- Activities + Interests: Watches TV on channels such as, ESPN, Comedy central, Spike TV, and MTV. Reads sports, video game, hunting and music magazines. Plays video games and maybe plays an instrument. Easy going family guy.

Day in the life

Meet Justin Baker. Justin is a 27-year-old married father of two living in Greenville, South Carolina. Justin began his career in the trades right after high school when he started working at a local automotive shop. Currently, Justin runs a small profitable family owned tow truck company he inherited from his grandfather. His shifts vary from early mornings to late nights, so he always keeps a couple Monster Energy drinks on hand or picks one up from the gas station during his shift. He enjoys the taste of Monster and the large can. In his spare time, Justin enjoys hunting and fishing, which usually mean early weekend mornings. This is when he likes to crack open a Monster as well. It keeps him alert during long time spent up in the woods.. Justin is a huge sports buff. He is a devoted fan of the Carolina Panthers, and Atlanta Braves. He watches ESPN constantly to keep up to date and has a subscription to ESPN magazine as well. Justin also enjoys Spike TV and Comedy Central. He occasionally picks up the guitar or plays some playstation on his days off. He listens to country or alternative-rock on Pandora. During the work day he relies on google maps. Justin uses Facebook and Instagram to keep in touch with friends. He frequents



sites such as espn.com, ebay, and Amazon.

Desired new target market

Demographics:

- Age: Ranges from 18-34
- Gender: Female
- Education Level: High school graduate, in college, or college educated
- Occupation: Office, retail, restaurant industry, salon professionals, students
- Household Income Level: \$75,000-149,000

Psychographics:

- Social Class: Upper middle class
- Lifestyle: Active. Works a lot, may be in school, Enjoys working out and team sports. Busy social life, enjoys going out to clubs, sporting events, summer parties, music festivals, and traveling. Likes to stay in shape but is not overly health conscious.
- Activities + Interests: Recreational sports, yoga, bars and clubs on the weekends. Frequent music festivals, listens predominantly to EDM and hip-hop. Enjoys going to sporting events for fun and socializing. Travels often.

Day in the life

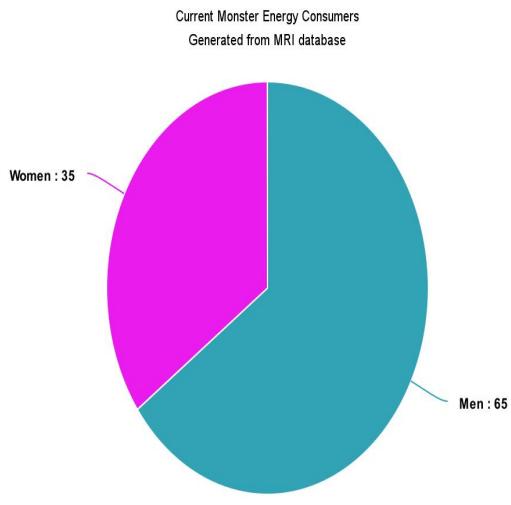
Meet Martyna Alberty. Martyna is an extremely busy 25-year-old psychology grad student at Depaul University in Chicago. She bartends five nights a week at a popular sports bar in Lincoln Park. She enjoys yoga, running, and is a part of a recreational volleyball team every summer. Martyna is the center of her social circle and frequents clubs with a close group of friends as much as possible. Martyna drinks Monster in order to keep her going from school, to work, to late night fun. She doesn't want to miss out due to lack of energy. She uses twitter all day to tweet at friends, find out about upcoming nightlife events, promote her job, and follow her favorite celebrities. She is also a big Instagram user. She likes using Instagram to follow her favorite brands which reflect her lifestyle. The photos motivate her throughout the day. She posts at least one photo a day and is constantly scrolling through. Her favorite type of music is EDM which she listens to on Pandora and i-tunes. She uses youtube for yoga techniques. She doesn't watch TV often but her guilty pleasure is Teen Mom on MTV. She is on Facebook but only browses through when she is bored, she likes to use Amazon.com and Groupon.com for online shopping and local deals. Martyna attends Chicago sports games on dates or with friends often. She attends at least 3 music festivals a year, and takes weekend vacations frequently. She likes to drink Monster before these high

energy events in order to do as much as possible and have the most fun.



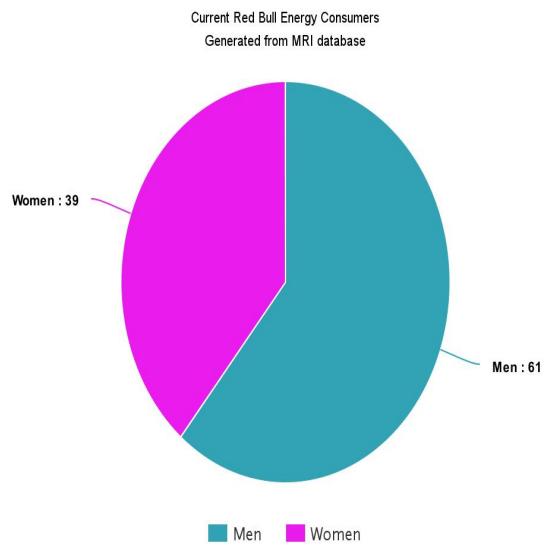
Target Market Rationale:

The amount of men who drink Monster is significantly higher than the amount of women who do. The age range of Monster drinkers is 18-34 years old, our campaign is focused on targeting the same age group of women as well as our current male consumers. While current monster drinkers hold jobs in labor/ maintenance fields, women typically do not work in these fields. According to MRI data, the woman who drink energy drinks most frequently hold jobs outside of traditional categories. It can be assumed that these women may work in the restaurant industry, retail, salons, offices, or are currently in college. Therefore the campaign will target active, social, young women who are in college or work jobs with odd hours that require lots of energy. These women were chosen as our focus because they have a lot going on personally, socially and professionally. They are the women who are most likely to drink energy drinks.



Men Women

meta-chart.com



Men Women

meta-chart.com

Although the consumer gender ratios are close, Red Bull, our main competitor, has a slightly higher percentage of female consumers. The energy drink industry in general has put more advertising emphasis on men, and we think the untapped population of potential women consumers provides an opportunity to greatly increase Monster Energy's sales.

Ethnography:

Research was conducted at stores such as; 7-11, Jewel, CVS, Walgreens and Target around the Chicagoland area. From these observations, it is concluded that Monster Energy had a better placement at Walgreens and 7-11. Monster products were placed at eye level in these smaller stores and placed in an organized cooler space among other brands such as Gatorade, and other soda brands. Monster's placement at Jewel, Target, and CVS, however, was not as favorable. At these locations, the product was placed on the bottom shelf, while our main competitor, Red Bull was placed at eye level and on a majority of end caps. It seems Monster was purchased most frequently at all of these locations during evening hours (from 5-6 p.m.) The purchasers also appeared to be college-aged students in their mid to early 20's.

Positioning and Creative Brief:

Monster Energy represents an extreme sport lifestyle through their sponsorships and promotions of music bands. Risky, masculine, and tough are often associated with the Monster Energy brand and consumer. In today's market, Monster Energy is mainly targeted to the Caucasian male around the ages between 18 to 34 who are high school graduates that live in the South who own a decent home and occasionally read hunting and fishing magazines. With our campaign, we want to enhance the Monster Energy image and attract more female consumers.

Our goal is to increase Monster Energy sales by attracting more women consumers, while maintaining our existing male-dominated consumer base. Our campaign "Do the Most" targets women from 18~34, who are active in their social, professional or personal lives. Our key message is Monster Energy gives the women the energy boost they need to make the most out of their time, and reach their full potential. Event Sponsorships, Social Media, and On Site Activations will be our campaign's main platforms. The majority of our target market are heavy users of social media, especially Facebook, Instagram, and Twitter. A social media focused campaign will reach the largest percentage of our target audience and help create a community of loyal consumers. Shoppers often opt not to try a new beverage because they are unwilling to spend four dollars on a drink with unknown taste. On site activations offering Monster Energy samples can be an effective way to cross this barrier and bring in more potential consumers.

Monster Energy: 2016 “Do The Most Campaign”:

Campaign Objective : To increase Monster Energy drink’s women consumer base by 14%, and total sales by 5%.

Tagline: “Do The Most”

Timeline: March-September 2016

The campaign will be composed of a full schedule of on site activation and Monster sponsored events across the country. These events will have a different focus than their current extreme sports and edgy music focused events. The campaign will kickoff during the weeks of spring break at popular spring break getaway locations where street teams will be handing out Monster to spring break partiers. The campaign will continue throughout the summer with on site activation sampling at professional baseball parks and music festivals across the country. Monster energy will also be sponsoring 10-12 sports and music events that are geared more towards women. All the while remembering not to alienate our male audience, many events of the campaign will be appealing to both men and women by engaging with these consumers at festivals, transport hubs, and city centres. As previously stated, the goal is to drive awareness and encourage people to try Monster Energy.

Deliverables:

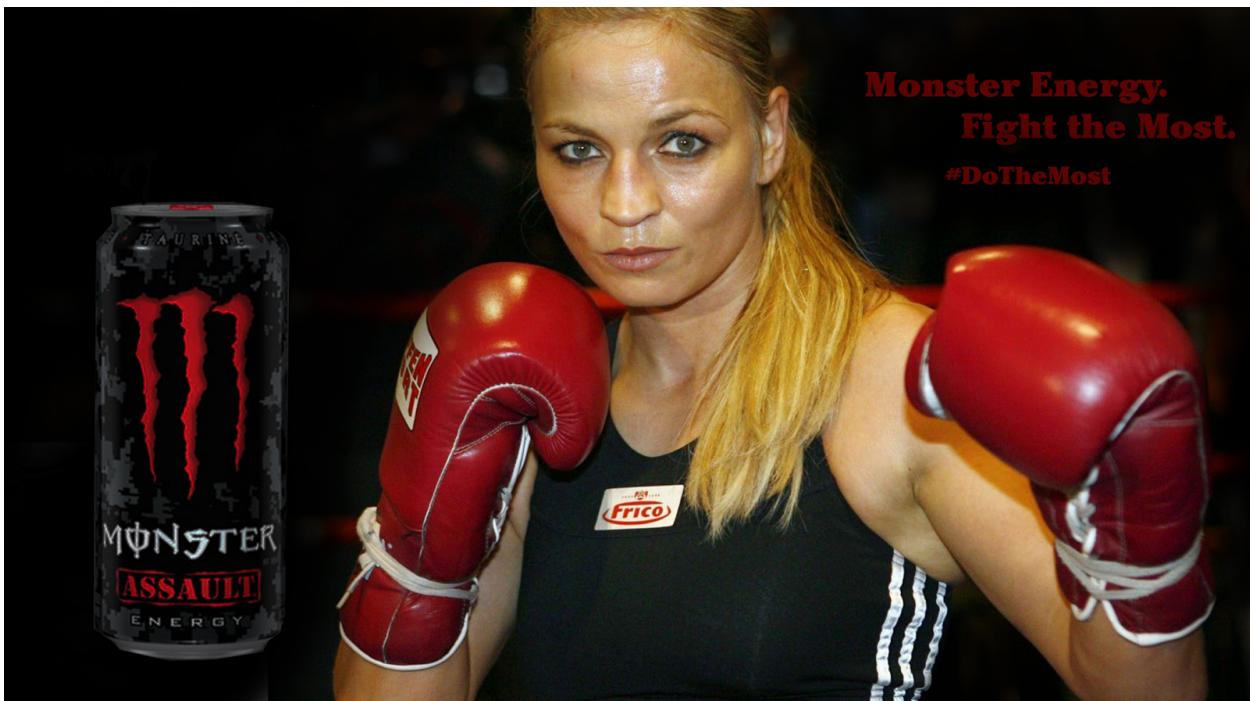
Billboards

Monster free samples

Concerts

Giveaways

Art & Copy:



**Monster Energy.
Fight the Most.**
#DoTheMost



DO THE MOST



Monster Energy.
Fight the Most.

#DoTheMost

MONSTER ENERGY

Contact Us | Liked | Share | ...

Timeline | About | Photos | Promotions | More

Search for posts on this Page

24,294,258 people like this
Natalie Reinholtz and 11 other friends

Invite friends to like this Page

ABOUT

1 Monster Way
Corona, CA

Ask for Monster Energy's phone
Ask for Monster Energy's hours
<http://www.monsterenergy.com/>

APPS

PROMOTIONS

Promotions

Instagram

VIDEOS

VIDEO

Monster Energy

April 28 at 11:07am

The icon, the G.O.A.T....The Doctor! You may know the racer but on May 5th we take you behind the #46 to discover the real **Valentino Rossi VR46 Official** in Episode 1 of #VR46TheSeries

L'Icona, il più grande di tutti i tempi... Il Dottore! Sicuramente conoscete il pilota, ma dal 5 di Maggio vi porteremo dietro al numero #46 per scoprire il vero Valentino Rossi nel primo episodio di #VR46TheSeries

See Translation

2.5M Views

Like Comment Share

71K Top Comments

31,710 shares

Write a comment...

Lewis Shipman What day and what time is this on and can the uk see this
Like · Reply · 14 · April 28 at 12:39pm
View previous replies

Monster Energy Lewis Shipman It will be on
YouTube.com/MonsterEnergy
Like · Reply · 25 · April 29 at 8:06am
View more replies

Robert Willer When and how can this be viewed in the US?
...See you on the podium in LeMans Vale!!!
Like · Reply · 14 · April 28 at 12:36pm

Monster Energy Robert you can watch it online on
YouTube.com/MonsterEnergy
Like · Reply · 6 · April 29 at 8:08am
View more replies



Monster Energy.
Do the Most.

#DotheMost





Image sources:

MonsterEnergy.com

<https://www.youtube.com/watch?v=4jyJAtu6LKM>

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2016 “Do The Most” Campaign Schedule of Events:

Spring break on site activation locations	Dates of on site activation
Las Vegas	March 12-17
Miami	March 18-23
Panama City, FL	March 24-29
Cozumel, Mexico	March 30- April 4

Monster 2016 Summer Sponsorship Events:	Dates of events:	Location:
Hangout Music Festival	May 20-22	Gulf Shores Alabama
Spring Awakening Music Festival	June 10-12	Chicago, Illinois
Electric Daisy Carnival Music Festival	June 17-19	Las Vegas, Nevada
Girls Junior Volleyball Nationals	June 24 – July 3	Indianapolis, Indiana
World Cup Of Softball	July 5-10	Oklahoma City, Oklahoma
Country Thunder Music Festival	July 21-24	Twin Lakes, Wisconsin
Lollapalooza Music Festival	July 28 - July 31	Chicago, Illinois
Malibu World Tour National Water Ski Championship	August 18-19	Milwaukee, Wisconsin
Women's Flat Track Roller Derby Playoffs and Championship	August 19-21 August 26-28 September 2-4 September 9-11 September 16-18 September 23-25 November 4-6	Wichita, Kansas Lansing, Michigan Montreal, Quebec Columbia, South Carolina Vancouver, British Columbia Madison, Wisconsin Portland, Oregon

Media Tactics:

On site activation: Our brand, Monster Energy, will be sampling at events and locations such as those listed above in addition to the events the brand sponsors currently. Monster samples will be handed out in order to earn brand interest and loyalty. The plan is refresh our consumers by keeping them hydrated and energized at high energy events, particularly outdoors.

A team of 15 brand ambassadors will drive around the country to all of the events listed above, in a Monster Energy “Do the Most” tour bus. At these events they will be hosting various competitions, promoting the brand with giveaways and sample cans of Monster.

Billboards: Monster Energy will have multiple billboards, in the top 10 biggest cities in the nation. These billboards will be scattered along various highways and inner city intersections. They will directly tie in with our social media campaign while helping us get the #DoTheMost campaign out to a wider audience. The billboards will display people (mainly women) leading active lifestyles drinking Monster to fuel their day .The billboards will attempt to capture attention and encourage consumers to go out and buy a Monster and “Do the most.”

Instagram, Facebook and Twitter: Our social media campaign, #DoTheMost, will give us a way to interact. The hashtag #dothemost on billboards will encourage viewers to use the hashtag. It will also enable us to interact with audiences at the events that we sponsor and the different sites that we set up our on-site activations. We will use Twitter to live tweet our events. We will also ask people use the #dothemost hashtag on Instagram for a chance for their photo to be featured on Monster Energy’s Instagram page.

Promoting the hashtag will help Monster gain more followers on all platforms which will enable the brand to stay connected.

Snapchat: Monster will have a snapchat filter featuring the brand logo and the words “Do the most.” The filter will be available for use at Monster sponsored events as well as on site activation sites. With this filter, Monster will be allowing our consumers to promote our product.

YouTube: Brand ambassadors journeys promoting Monster across the country will be streamed on YouTube so that our consumers can see what it's like to tour the country while ultimately, doing the most.

The images on our billboards will be used for banner ads on Youtube and Facebook. The images will also be used on our brand ambassadors tour buses. This will make it so people can see our advertisements in more locations, meaning that there is a higher chance that they will remember the #DoTheMost hashtag and most of all, use it.

Media Rationale:

Billboards and images on the tour bus will be used to get the brand and the campaign directly in front of a wider audience. Facebook, Instagram, Twitter and Snapchat are social media platforms that are most used by our target audience. These platforms are also beneficial in promoting the campaign events and ultimately promoting the brand. The use of snapchat particularly will act as a way for our consumers to advertise the product themselves in a fun way. Documenting the journey of our brand ambassadors on youtube will display the personality of our brand and the people behind it, this will enable consumers to relate to Monster on a different way. Banner ads are another way for the brand and the campaign to get directly in front of our target audience.

Evaluation

We will measure the success of the “Do the Most” campaign by evaluating the percentage of overall increased awareness and interest of Monster Energy by females and males in our target demographic of 18-34 years old. We will also measure the success by the increase in sales in our target market. Another area of the “Do the Most” campaign will be evaluated by the success of the social media interaction. We will observe the number of people getting involved with our hashtag and the amount of followers from the beginning to the end of the campaign. By gathering all of this information, depending on the results, we can decide whether to continue in this creative direction or to find a new way to reach more women consumers.

We will measure perception through focus groups and an online survey conducted pre-campaign, during campaign, and post campaign. These will help determine how consumers feel about Monster.

Awareness will be measured through followers and likes on social media.

And ultimately the success of the campaign will be measurable by whether or not sales increase, especially if these sales are amongst women consumers.