

Tiffany Anderson

Spring 2013

SC 3353

Strategic Message Planner: Spirit Energy Drink

Advertising Goal

To introduce a natural product to an overlooked target audience of middle aged, working women in the energy drink category.

Client: Key Facts

- Spirit Energy Drink Inc. of Detroit, Mich., makes Spirit Energy Drinks.
- Spirit Energy Drink Products is an employee-owned company and, in 2012, was named one of the “Top 100 Companies to Work for in the United States” by U.S. *Workforce* magazine.
- Mallory Shedrick founded Spirit Energy Drink Products in 2002. Shedrick is a well-known dietician who combined the idea of the positive effects of protein drinks with the craze of energy drinks.
- The company’s primary product is Spirit Energy Drinks.
- Spirit Energy Products primarily sells its products to convenient stores in the United States.
- Total revenues in the past fiscal year were \$20 million.

Product: Key Features

- Spirit is a natural energy booster in the form of an enjoyable drink.
- Spirit Energy Drink feature five different flavors.
- Spirit Energy Drink is offered as individual 16 oz. cans.
- Sprit Energy Drinks sell for approximately \$3.75 a piece.

What Is the Purpose of the Product?

- The purpose of the new Spirit Energy product line is to provide a natural energy drink to middle aged, working women to improve their busy lifestyles.
- Product testing has shown higher levels of energy for consumers.

What Is the Product Made of?

- Spirit Energy Drinks feature fresh, natural ingredients for a healthy alternative to other energy drinks.
- Spirit Energy Drinks feature spirulina powder, wheat grass powder, coconut water, taurin, guarana and ginseng.
- Spirit Energy Drinks contain the ingredients needed to boost energy levels needed to carry out the responsibilities of the day.

Who and What Made the Product?

- Well-known dietician Mallory Shedrick created Spirit Energy Drinks. She uses them herself to get the proper vitamins and energy needed each day.
- Each Spirit Energy Drink can is filled to the top with a variety of popular flavors.
- The variety of flavors allow a wide range for consumers to choose from.

Target Audience: Demographics and Psychographics

The target audience for this ad is women ages 32-42 who work full-time jobs while also being a mother. They typically have adolescent children who require on-going attention.

The responsibilities of work, bills, grocery shopping, cooking, cleaning and sporting games and practices leave them feeling like their tank is on empty. A 2010 Palmquist University study found that these working moms need an extra energy boost throughout their day since naps are no longer an option for them.

The average age of the target audience is 37. Its members have a median household income of \$100,000. Most are first-time homeowners. Most are married and have, on average two to three children. Most have been unable to return to their pre-motherhood work out and sleep schedules. They are high school graduates, and approximately 85 percent are college graduates.

All have careers outside the home. They attend their children's school events and tend to enroll their children in a variety of programs ranging from music lessons to swimming lessons.

Members of the target audience lead busy lives and do not have the energy to complete all the daily responsibilities required of them. These women are concerned with being effective and efficient mothers, wives and employees. Their goal is to be superwoman. However, there are not enough hours in the day to always get the proper sleep, nutrition and exercises needed to have energy that allows them to keep going and going. They are willing to try a natural supplement that will not harm their routine, but enhance it.

The target audience does not expect the energy of a child. Its members are willing to invest in product that will give them the amount of energy to simply keep up with their child. They are educated and understand that a regular energy drink is full of sugars and artificial ingredients.

Members of the target audience have not been exposed to Spirit Energy Drinks in the past and are unaware of their intended purposes.

Product Benefits

- Spirit Energy Drinks are proven to be effective: you will gain higher levels of energy.
- Spirit Energy Drinks have fresh, natural ingredients: They will give you the energy you want and the nutrients you need.
- Spirit Energy Drinks have five assorted flavors to choose from to satisfy any craving.
- Spirit Energy Drinks are affordable and convenient: You can find them in any local grocery and convenience store.

Direct Competitors and Brand Images

- Scheckter's Organic Energy Drink: The target audience likes the taste of this brand. However, they do not like the small can and lack of personality in the brand image.

- Hype Energy Drink: The target audience enjoys the variety of flavors offered and the low calories in each can. However, they have never felt signs of any “hype,” or energy boost as a result of consuming this brand.

Indirect Competitors and Brand Images

- Red Bull Energy Drink: The target audience believes this would be the most effective energy drink as the leading brand- but it also believes that it lacks the natural ingredients that needed to maintain a healthy lifestyle.
- Sleep and exercise: The target audience knows this is the most efficient and healthy plan – but it also believes it lacks the time and willpower to stay on with the plan.

Product Brand Image

- Current brand image: The target audience is unaware of Spirit Energy Drinks because it is a new product.
- Desired brand image: Spirit Energy Drinks raise your energy levels while provides the vitamins and nutrients needed to maintain a healthy lifestyle.
- Brand image challenge: The target audience isn't aware of the Spirit Energy Drinks, designed in 2012 for middle-aged working moms.

Strategic Message: The Promise

Spirit Energy Drinks give you the energy boost with natural ingredients throughout your day without providing any harmful effects on your body.

Supporting Evidence: The Proof

- Well-known dietician Mallory Shedrick has perfected Spirit Energy Drinks for an improved lifestyle.
- Spirit Energy Drinks include natural ingredients to provide your body the best care.
- Spirit Energy Drinks come in a 16 oz. can to give your body more energy.
- Spirit Energy Drinks come in five varieties of flavors to satisfy each craving.
- Product testing has shown increased energy levels and provide the daily vitamins and nutrients needed.

Reference:

Kleindorfer, Jason. (n.d.). Hyper Energy Drink. In *energyfiend*. Retrieved April 1, 2013 from <http://www.energyfiend.com/caffeine-content/hype-energy-drinks>.

Michael, Philip. (Sept. 27, 2012). Scheckter's Organic Energy Drink Review. In *Caffeine King*. Retrieved April 1, 2013 from <http://caffeineking101.blogspot.com/2012/09/scheckters-organic-energy-drink-review.html>.

Paajanen, Sean. (n.d.). Red Bull. In *About.com. Coffee/Tea*. Retrieved April 1, 2013 from <http://coffeetea.about.com/od/caffeine/gr/redbull.htm>.



BOOST YOUR ENERGY

NATURAL INGREDIENTS

AFFORDABLE & CONVENIENT

CONTAINS VITAMINS

FIVE DIFFERENT FLAVORS

VISIT: www.spirit.com

Title: Spirit Energy Drink
Client/Sponsor: Spirit Energy Drink Inc.
Length: 30 seconds
Air Dates: June 1 - Septmeber 1

SFX: Sounds of a chaotic household.
(Establish, then fade)

ANNOUNCER:

Do you ever feel like you need supernatural energy to make it through your day?

SFX: Sound of can being popped open.

Try dinking a delicious SPIRIT Energy Drink!

MUSIC: Upbeat (Establish, then fade)

ANNOUNCER:

Geared specifically for women, SPIRIT Energy Drinks will give you the daily vitamins and nutrients you need. And the boost of energy to complete all of life's daily tasks.

SFX: Upbeat, fast forward sound.

ANNOUNCER:

So what's stopping you? Visit a local grocery store now! To become superNATURAL today... with SPIRIT Energy Drinks. You can also visit www.spirit.com to see our special offers.

MUSIC:

(fade, out at :29)

###

Title: Spirit Energy Drink
Client/Sponsor: Spirit Energy Drink Inc.
Length: 60 seconds
Air Dates: June 1- September 1

<p>WS-- The outside of a single suburban house (:05)</p>	<p>MUSIC: (Happy, family fun. Establish, then under)</p>
<p>WS-- The mom ready for work while the kids all rush to get ready for school. (:07)</p>	<p>(The sound of a chaotic household with kids whining)</p>
<p>MS-- Her son making a goal during his soccer game. (:03)</p>	<p>(The sound of kids playing soccer and parents cheering)</p>
<p>CU-- The mom's face on the bench too tired to pay attention to the game. (:03)</p>	<p>ANNOUNCER: Do you ever feel like you need supernatural energy to make it through your day?</p>
<p>CU-- The mom holding a Spirit Energy Drink can. (:03)</p>	<p>Try drinking a delicious SPIRIT Energy Drink!</p>
<p>MS-- The mom drinking a Spirit Energy Drink can. (:04)</p>	<p>Geared specifically for women...</p>
<p>MS-- The mom standing being refreshed and energized. (:04)</p>	<p>SPIRIT Energy Drink will give you the daily vitamins and nutrients you need...</p>
<p>WS-- The mom doing multiple chores around the house at a rapid speed. (:05)</p>	<p>..... and the boost of energy to complete all of life's daily tasks.</p>
<p>WS-- The entire family happily around the table with a homemade dinner hot and ready. (:06)</p>	<p>To help you be the best mom and wife.</p>
<p>CU-- The mom reading a book while the kids play outside. (:06)</p>	<p>And who knows? You may ever have time to do things you enjoy! So what's stopping you?</p>

Title: Spirit Energy Drink
Client/Sponsor: Spirit Energy Drink Inc.
Length: 60 seconds
Air Dates: June 1- September 1

MS-- The mom picking up a package of Spirit Energy Drinks while grocery shopping. (:05)

CU-- The Spirit Energy logo: visit www.spirit.com (:08)

FADE TO BLACK AT :59

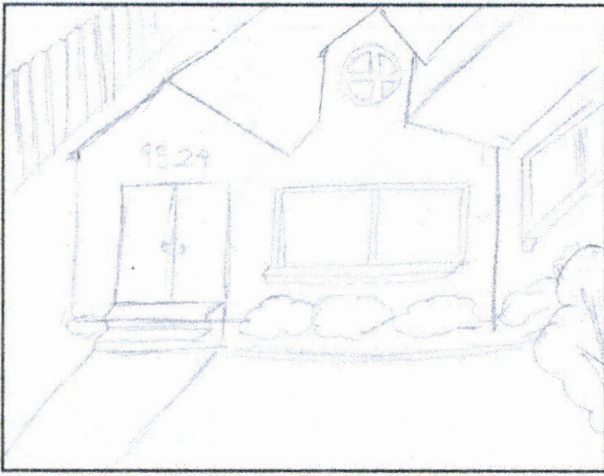
ANNOUNCER:

Visit a local grocery store now!

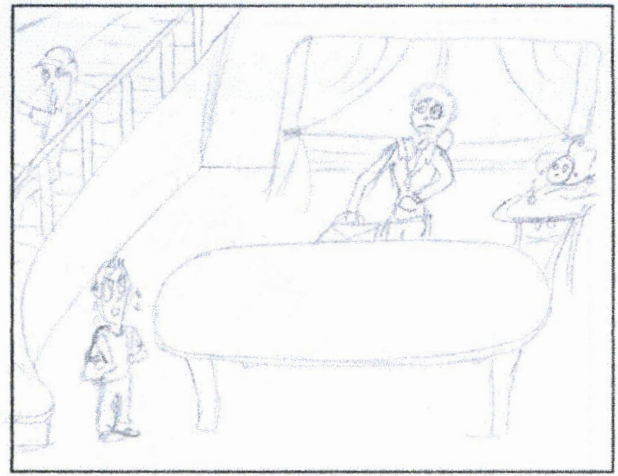
To become superNATURAL today... with SPIRIT Energy Drinks.”

MUSIC:

(Up and then fade, out at :59)



MUSIC:
(Happy, family fun. Establish, then under)
(:05)



(The sound of a chaotic household with kids whining) (:07)



(The sound of kids playing soccer and parents cheering) (:03)



Do you ever feel like you need supernatural energy to make it through your day? (:03)



Try drinking a delicious SPIRIT energy drink! (:03)



Geared specifically for women... (:04)



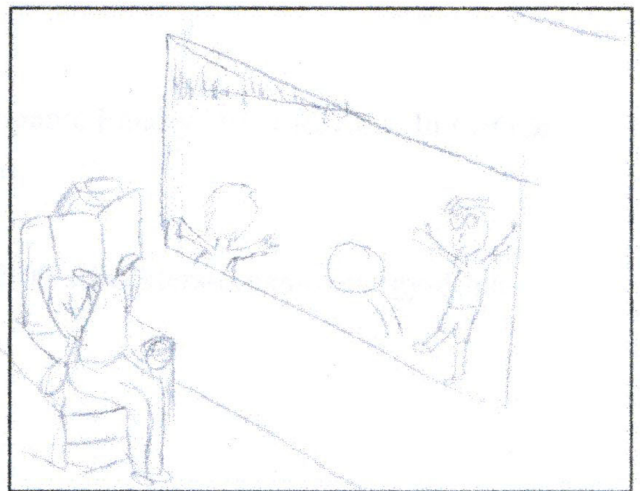
SPiRiT energy drink will give you the daily vitamins and nutrients you need... (:04)



.... and the boost of energy to complete all of life's daily tasks. (:05)



To help you be the best mom and wife. (:06)



And who knows? You may ever have time to do things you enjoy!
So what's stopping you? (:06)



Visit a local grocery store now! (:05)



To become superNATURAL today... with SPiRiT energy drinks. (:08)