Strategic Message Planner: Octane Sports Drink

**Advertising Goal**

The goal is to convince the target audience that Octane is a healthy drink that does not damage the body, unlike average energy drinks, but still provides long lasting energy and improved performance, primarily for long-distance running.

**Client: Key Facts**

Client is Oxphine Pharmaceutical, and they strive to make the healthiest foods and sports supplements. Oxphine headquarters are in Canada, and but their products can be found in every state at health and wellness stores. Oxphine’s products also include: snack bars, shakes, energy gum, vitamins and juices. Total revenue from Oxphine products reaches close to $250 million

per year.

**Product: Key Facts**

* What Is the Product?

-Octane is a sports drink that vitalizes the body and mind. It improves performance, concentration, and reaction speed. It supplies tired minds and exhausted bodies with vital substances that have been lost. It reduces harmful substances, while also immediately providing energy and vitamins.

* What Is the Purpose of the Product?

-Octane helps provide worn out bodies and tired minds with essential substances that your body loses, while also reducing harmful substances. It promptly provides your body with vitamins and energy. Octane does not give the “jolt” of energy feeling that wears off and causes consumers to “crash”, but instead it’s a consistent, long lasting supply of energy.

* What Is the Product Made of?

-Taurine: an amino acid created by the body in situations of high stress or physical exertion.

-Caffeine: has been shown to improve reaction speed, alertness and concentration.

-Glucuronolactone: a carbohydrate involved in detoxification.

* Who and What Made the Product?

-The science department at Oxphine Pharmaceutical Co. is known for their award-winning achievements over the past 10 years, and has discovered groundbreaking technology that enables them to test their products for negative side effects on a wide variety of medical conditions. That discovery makes this drink one of the safest, if not the No. 1 safest, sports drink on the market today.

-Oxphine Pharmaceutical Co.’s process was to first find where their research was lacking the most information and to then focus on improving or discovering a way to make it possible to research further.

-Octane can be found in all major grocery stores, Quick Trip, 7Eleven, and other various convenient stores.

**Target Audience: Demographics and Psychographics**

-Age: Young to Middle Age Adults: The young adults usually are college students, or students that age, that have an interest in health and nutrition and like to run and exercise, maybe even play a sport for an organization. The middle age adults are mainly college educated, and more than often they maintain a job that allows for more flexibility and calls for more traveling and socializing, like at a business network event. This audience primarily do not have children.

-Gender: Primarily Male, Secondarily Female

-Interests: Health, Fitness, Promotions at work, Outdoors, Sports

-Hobbies: Track/Running

**Product Benefits**

The ingredients used in Octane are designed for runners to drink, followed by a glass of water, an hour before a run. It can also be taken a few minutes after a run, if needed.

Water and various sports drinks can be dangerous to runners if too much is consumed, and can even cause a serious medical condition. Hyponatremia is the over-hydration of the cells, and that causes dangerously low sodium levels in the body, which is needed for muscles and nerves to work properly. In the United States, hyponatremia is the most common electrolyte disorder, but with Octane, runners will feel much less dehydrated and therefore drink less water during the race.

**Direct Competitors and Brand Images**

-Red Bull: the most well known energy drink in the U.S.; it “Gives you wings.” My target market generally goes for hydrating drinks, instead of energy drinks. Red Bull is a brand with a lot of brand loyalty.

-Full Throttle: “Let your man out” product of The Coca Cola Company. Focus group research shows that Full Throttle is on average considered the second best energy drink. I think young males from my target market would be more inclined to try this product.

-Monster: “Unleash the beast”, Monster claims to have twice the buzz of a regular energy drink. My target market would see the Monster cans as too large and unhealthy.

-Amp: energy drink provided by PepsiCo that claims to keep you connected and on top of your game at all times. It’s the cheaper drink when compared to the price of the market leaders. My target market would be more interested in the Amp Juice instead of the Amp energy drink.

**Indirect Competitors and Brand Images**

-5-Hour Energy

-Multivitamins that supply energy

-V8 vegetable and fruit juice

-Adderall

-Coffee Brands

-Coffee Houses

-Diet pills

**Product Brand Images**

Current Brand Image: This is a fairly new product so there is no current brand image, but it has created a little bit of a stir and talk of how healthy it is.

Desired Brand Image: The client wants this energy drink to be known as the first energy drink of its kind—similar to a mix between water, Gatorade and Red Bull. It’s an energy drink that really is good for your health and balances out your body.

Brand Image Challenge: Getting consumers to believe that it is really is healthy, and that we’re not saying it because everything in today’s world is “going green.”

**Strategic Message: The Promise**

Target audience, you should buy this product, because when you’re running a long distance it can be dangerous to drink too much of certain sports drinks and/or water. Drinking Octane followed by a tall glass of water at least an hour before you run will help you feel more hydrated, so then at the halfway check point you will feel better need less water.

**Supporting Evidence: The Proof**

In a human body, sodium is found mainly in the body fluids outside the cells. When someone’s total body water increases, but the amount of sodium remains the same, the body tries to balance itself by absorbing more water into the cells. This absorption causes the cells to swell with too much water, but most cells can handle it. The cells that cannot handle the swelling are brain cells, which are constrained by the skull bones. This process is the one mentioned earlier, hyponatremia, which is caused by drinking too much water or even Gatorade.

Reference Page

Ayala, Jessah. “Monster Energy Drink: Focus Group Research.” *Webspace.utexas.edu*. The University

of Texas at Austin. 29 April 2007. Online. 25 March 2012. < https://webspace.utexas.edu/

jga335/sts311/monsterfocus.html>.

“Comparing Related Energy Drinks: Caffeine & Nutrition.” *FindTheBest.com.* 2012.

FINDTHEBEST.COM INC. 25 March 2012. < http://energy-drinks.findthebest.com/>

Davis, Sarah. “Effects of Too Much Gatorade.” *LIVESTRONG.* 26 April 2011. Demand Media Inc.

2012. Online. 22 March 2012. < http://www.livestrong.com/article/68710-effects-much-gatorade/>.

Dugdale, David C. “Hyponatremia.” *MedlinePlus* website. 21 March 2012. Online. 22 March 2012.

< http://www.nlm.nih.gov/medlineplus/ency/article/000394.htm>.

Title: Octane Sports Drink Ad

Client/Sponsor: Oxphine Pharmaceutical Co.

Length: 60 seconds

Air Dates: July 1—September 1

SOUND

CU—Only see the face of a

male, mainly eyes, and he has an intense, (Silence :03)

determined look in his eyes (:09)

CU—Shot of a car exhaust (:02), (Start at :04 - A fast, loud car being revved up)

and then back to the man (:03)

CU--Back to the car whose tires are (Revving keeps growing louder)

now smoking a little (:02),

and then back to the man (:02) (Start at :20 - Tires screeching and car

quickly becomes more and more distant)

CU—View of the car exhaust (:01) then the

car spins out and fills the frame with smoke (:05) (Start at :25 - Two heartbeats and then a loud

shot is fired to start a race)

CU—The man’s face (:03)

MS—He launches out of the start position (Start at :28 - human running sound, and also

while the camera alternates back and forth the sound of the car is back in the background.)

from slow motion to normal speed. In the

slow motion scenes the camera pans over his (Start at :31 – Deep and wise voice says:

muscles, showing them work together “The human body is a strong and powerful

as he runs (:12) instrument, but it’s more vulnerable than you

may know.”)

MS—The screen is black except for a vertical

strip in the center, showing a young female athlete (Start at :40 - “Even drinking too much water

running toward the camera in slow motion with can cause sickness. It’s called Hyponatremia,

determined look in her eyes, and you can't see and some cases do turn out fatal.”)

where she where she is exactly (:05)

MS—Screen one-by-one fills up w/ more vertical

video images of athletes running at the camera in (Start :49 - “Octane Sports Drink

slow motion, like a marathon runner, baseball focuses on balancing the water and sodium

player, pole vaulter, gymnast, etc. As each fill in levels in your body, keeping you

the screen the cameras are slowly zooming out at hydrated for longer.”)

the same time so you can actually see what

sport they’re playing for sure (:10)

—Next the bottom half of the screen will (Start :55 – “Try the smartest energy drink on

transition into a solid, neutral color of gray, the market today! Can be purchased at your

and the product logo will appear with a picture local GNC retailer or by visiting

of the can and packaging. www.octane.com.”)

(End on :59) (End on :59)

###

ANNOUNCER:

“The human body is a strong and powerful

instrument, but it’s more vulnerable than you

may know.”

“Even drinking too much water

can cause sickness!”

“Octane Sports Drink is a healthy energy drink that does not damage the body, unlike average energy drinks, but still provides lasting energy and improved performance, primarily for long-distance running.”

“Octane focuses on balancing

the water and sodium levels

in your body, which keeps you

hydrated for longer and makes you less

likely to get sick from over-hydratration.”

“Try the smartest energy drink on the market today!

Can be purchased at your local GNC retailer or by visiting www.octane.com.”

Title: Octane Sports Drink Ad

Client/Sponsor: Oxphine Pharmaceutical Co.

Length: 30 seconds

Air Dates: July 1—September 1

SFX:

(Two normal paced heartbeats,

followed by a gun shot that signals

the start of a race, and then that followed

by the sound of people running)

(A few seconds of heavy breathing,

or out-of-breath breathing)

(Music Starts: Dub-Step)

(Water splashing sound effect)

###