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 Client Report

**This is a company profile of Rockstar I wrote from the perspective of a Marketing Director recently hired by the company.**

**Year Founded**

Rockstar, Inc. was founded in 2001 by Russell Weiner. The company was founded in

Las Vegas, which also serves as the corporate headquarters for Rockstar, Inc.

(businessweek.com).

**Brief History (How Started, How They Got To Where They Are Now)**

Rockstar was founded in 2001 by Russell Weiner, who now serves as the Chief

Executive Officer for the company. The company started out strongly, and then saw

a spike in sales in 2004 after Coca-Cola Enterprises agreed to a contract with

Rockstar, to distribute its products throughout the United States and Canada

(highbeam.com). Coca-Cola was interested in adding Rockstar to its energy drink

lineup that already featured the newly released Full Throttle. The energy drink

market as a whole saw a 74% increase in 2004 to about two billion dollars in total

sales, further increasing Coca-Cola Enterprises’ desire to increase their presence in

the market (highbeam.com). By 2008, the seven year old company had grasped a

14% share of the energy market, showing rapid growth in an industry that was

growing just as rapidly (wiley.com). In 2009, PepsiCo Inc. signed a contract to

distribute Rockstar products, taking over the responsibility once held by its biggest

competitor Coca-Cola Enterprises (bevnet.com). That Rockstar, Inc. was able to sign

distribution deals with both Coca-Cola and Pepsi in just its first seven years in

operation, solidified the company as a serious player in the competitive energy

drink market. Rockstar, Inc. chose to end its agreement with Coca-Cola Enterprises

following the company’s decision to start distributing Monster energy drink.

Rockstar did not want to share a distribution network with one of its biggest

competitors, so they agreed to the deal with Pepsi. Rockstar entered into the

agreement in the hopes of increasing the brand’s positioning on store shelves

(bevnet.com). Rockstar, Inc. is a privately held company, and thus its financials are

not readily available to view, however as recently as 2010 they held an 11.4%

market share in the United States among energy drinks (wiley.com). In 2010,

Rockstar, Inc. retained Goldman Sachs to advise them on possible options for their

company going forward (businessweek.com). The topics being discussed included

the possibility of a sale, going public as a corporation, or selling debt. However, as of

January 2012 Rockstar still remains a privately held corporation based in Las Vegas,

and has not been sold.

**Company Organization**

Rockstar, Inc. is a corporation in Las Vegas, Nevada, which means that it is governed

by the laws of that state. The corporation’s primary purpose is producing,

manufacturing, and selling energy drinks and other products. A corporation is a

business with a board of directors and shareholders that decide the direction of

the company.

**Company Leadership**

As a corporation, Rockstar as governed by a board of directors. Russell Weiner is

Listed as the founder and Chief Executive Officer of the company. His wife, Janet

Weiner served as the Chief Financial Officer for Rockstar up until 2009

(businessweek.com).

**Size**

Since it was founded in Las Vegas in 2001, Rockstar, Inc. has spread internationally,

with locations in twenty eight countries. Being a privately held company, Rockstar,

Inc. does not publicly release its financial records but had a 11.4% market share in

2010 of an industry that’s profits were in the billions (wiley.com). By doing the

math, this means that Rockstar, Inc. is reaching sales numbers in the hundreds of

millions, making it a large corporation and a major entity in the energy drink

market.

**Locations**

Rockstar started in Las Vegas, Nevada in 2001. Due to its early success in the rapidly

growing energy drink market, Rockstar spread its brand to include locations

throughout the United States and the rest of the world. In total, the company has

locations in 28 different countries. The countries where Rockstar, Inc. operates

include: United States, Australia, Austria, Belgium, Canada, Denmark, Estonia,

Finland, France, Germany, Greece, Ireland, Italy, Japan, Latvia, Mexico, Netherlands,

New Zealand, Norway, Philippines, Portugal, Slovakia, South Africa, Spain, Sweden,

Switzerland, United Arab Emirates, and the United Kingdom (rockstar69.com).

Rockstar’s ability to expand its brand throughout the globe in just its first ten years

in existence as a corporation, establish that it will continue to play a major role in

the global energy drink market.

**Number And Type Of Employees**

Being that Rockstar, Inc. reaches contracts with other companies to distribute their

Product, they do not employ anyone in that part of the sales process. While I could

not find an exact number of employees due to the widespread nature of the

company, I discovered that their headquarters employs anywhere from 250 to 1000

people (jigsaw.com).

**Types of Products/Services (Brands)**

The strength of Rockstar, Inc. is its wide variety of products, which have allowed the

company to grow rapidly since its inception in 2001 and gain the third largest share

of the energy drink market. Rockstar’s products include:

*Original Rockstar-* Described as “the world’s most powerful energy drink”, contains

Guarana, Ginseng, and Milk Thistle (rockstar69.com).

*Diet Rockstar-* Still provides the same energy burst, but with lower calories

(rockstar69.com).

*Rockstar Zero Carb*- Increased the caffeine 50%, while cutting the carbohydrates and

calories. Marketed for people with a more active lifestyle (rockstar69.com).

*Rockstar Juiced Mango-* Mixes mango, orange, and passion fruit juices together with

original Rockstar (rockstar69.com).

*Rockstar Juiced Guava*- Mixes tropical guava and a blend of other fruit juices with

original Rockstar (rockstar69.com).

*Rockstar Juiced Pomegranate*- Mixes pomegranate juice and a blend of other fruit

juices with original Rockstar (rockstar69.com).

*Rockstar Punched*- Mixes tropical punch flavors and a blend of other fruit juices with

original Rockstar (rockstar69.com).

*Rockstar Punched Citrus-* Mixes citrus punch flavors and a blend of other fruit juices

with original Rockstar (rockstar69.com).

*Rockstar Energy Cola*- Contains the same boost of energy as original Rockstar mixed

with the added flavors of cola (rockstar69.com).

*Rockstar Recovery (Grape, Orange, and Lemonade)*- Designed for people who want

the energy boost of original Rockstar with recovery and hydration

(rockstar69.com).

*Rockstar Roasted (Latte, Light Vanilla, Mocha)-* Espresso coffee, fresh milk, and

cream mixed with original Rockstar (rockstar69.com).

*Rockstar Energy Gum-* Provides the energy boost of a Rockstar drink in the form of a

pack of chewing gum (rockstar69.com).

*Rockstar Pink-* A zero sugar, zero carbohydrate version of the Rockstar energy drink

that contains only ten calories (rockstar69.com).

*Rockstar 2X Energy-* A version of Rockstar energy drink that contains twice the

caffeine, but is only fifteen calories (rockstar69.com).

*Rockstar Coconut Water-* A spinoff of the hydration series of Rockstar energy drink,

Rockstar Coconut Water provides an energy boost along with recovery and

hydration (rockstar69.com).

*Rockstar Xdurance-* This product is designed to boost your mental and physical

performance (rockstar69.com).

*Rockstar Athletes-* In addition to their products on the shelves, Rockstar is

expanding its brand by sponsoring athletes in numerous sports. These sports

include: BMX, Boxing, Bull Riding, FMX, Mixed Martial Arts, Motocross, MotoGP,

Mountain Biking, Off Road Racing, Rally, Skateboarding, Skiing, Snowboarding,

Snowmobile, Speed Truck, Surfing, and Wakeboarding. Rockstar brands its products

as having an extreme energy boost, so it makes sense for them to pursue

sponsorships in extreme sports (rockstar69.com).

**Markets And Customers (Market Share Competitors, Who Are Their Publics And What Media Do They Use)** The two biggest competitors for Rockstar, Inc. are Red Bull and Monster energy

drink, both of which had a bigger market share than Rockstar as recently as 2010.

Rockstar had an 11.4% market share in 2010, compared to 29% for Monster and

42.6% for Red Bull (wiley.com). The publics of Rockstar, Inc. include their

employees, board of directors, business partners (such as Coca-Cola Enterprises or

PepsiCo), consumers of their products, and consumers of their competition’s

products. Rockstar has commercials on television, a Facebook page, and a twitter

account. In addition to those forms of media, Rockstar expands its brand through its

aforementioned sponsorships with athletes.

**Legal Environment** Rockstar sued the owner of the domain name thetruthaboutrockstarenergydrink.com,

arguing that the name was registered in bad faith. The owner of the site did not

defend himself in court and the domain name was made inactive (adrforum.com). In

addition Rockstar sued the company Rap Star 360, LLC for trademark infringement

(rfcexpress.com).

**Reputation** In my research, I did not come across anything tat indicated Rockstar, Inc. had a

poor reputation. They are one of only four companies to have a market share of

more than 3.6% in the multibillion dollar energy drink industry along with Red Bull,

Monster, and Full Throttle (wiley.com). The only negative comments I found were

from those who were opposed to energy drinks as a whole because of their high

sugar content, but none specifically aimed at Rockstar.

**Mission Statement** From the company website, “ROCKSTAR is the world’s most powerful energy drink.

Enhanced with the potent herbal blend of Guarana, Ginkgo, Ginseng and Milk

Thistle, ROCKSTAR is formulated to provide an incredible energy boost for those

who lead active and exhausting lifestyle- from athletes to rock stars”

(rockstar69.com).

**Charities, Environmental Programs, And Other Types Of Corporate Responsibility Programs** According to the website owned by Rockstar, Inc. CEO Russell Weiner, the business

is involved in numerous charities. The charities supported include: Families of

Fallen Heroes, Disabled Veterans, AIDS Services, Animal Rescue and Rehabilitation,

LGBT Education And Support Services, LGBT Bloggers Initiative, and the Athlete

Recovery Fund (truthaboutrockstar.com).

**Contact Information** You can e-mail Rockstar, Inc. at info@rockstar69.com or mail them at “Rockstar, Inc.

PO Box 27740 Las Vegas, NV 89126” (rockstar69.com)

**Where Is The Company Headed?** In my opinion Rockstar, Inc. is headed in a positive direction for the future. They

maintain a solid hold on third place in the competitive, multibillion dollar energy

drink market. Although they trail both Monster and Red Bull in the market, there is

room for improvement because the market as a whole is relatively new and growing

fast. I think Rockstar can close the gap on its competitors in the future by continuing

to expand their brand through sponsorships and consistently releasing new

products to draw in more customers.

**What About The Industry They’re In?** All of the websites I visited in researching Rockstar indicated that the company was

a part of a rapidly growing industry. Energy drinks are still relatively new compared

to other soft drinks, and continue to sell strong. In 2008 energy drink sales totaled

4.8 billion dollars in the United States alone (Wiley.com).

**What Upcoming Issues (Political, Environmental, Economical, etc.) May Have A Positive Or Negative Effect On Their Growth** Rockstar, Inc. like any other company may experience slight sales issues in the

future if the United States economy enters a decline. Other than that possibility,

their growth should remain positive because of the continued rise of the energy

drink industry.

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