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Fall 2012

SC 3353

Section 003



AD — EXAM

Strategic Message Planner: Silver Shot

Advertising Goal:

To introduce the energy drink, Silver Shot, to the market as a high end, all-natural mood booster.

Client: Key Facts

- Silver Shot Energy Inc. of Chicago, Ill., makes all-natural energy drinks.
- Silver Shot Energy Inc. was selected as the Green Marketing Campaign of the year by the San Antonio Business Journal.
- The International Foodservice Marketplace awarded Silver Shot with a Food and Beverage Innovations award in 2011.
- The energy drink can be found in health-food stores and boutique hobby stores.
- The company has two varieties of the product: a 16 fl. oz. can and a 2 oz. bottle shot.

Product: Key Features

What Is the Product?

- Silver Shot is made with all-natural, all-organic sugars and caffeine components.
- The 16 oz. can contains 110 calories.
- The 2 oz. bottle shot contains 20 calories.
- The large can will sell for \$4.
- The bottle shot will sell for \$2.

What is the Purpose of the Product?

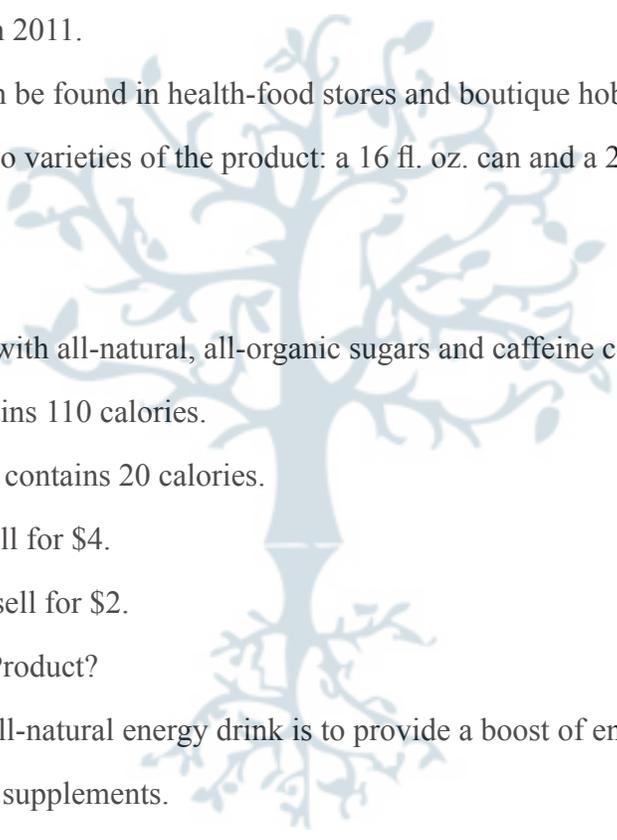
- The purpose of the all-natural energy drink is to provide a boost of energy to consumers without using toxic caffeine supplements.
- Based on testing, the product has shown a lesser amount of crashes after consuming the drink compared to competing products.

What is the Product Made of?

- Silver Shot is made from all-natural sugars and caffeine components.
- Silver Shot packaging is made of 98 percent recycled material.
- Silver shot contains a day's worth of Vitamin C and Vitamin E.

Who and What Make the Product?

- College students, from Northwestern University, created the drink as a marketing project.



- The packaging started as a green initiative project.
- The cans are made from recycled aluminum, the bottles are made from recycled plastic and boxes are made from recycled cardboard.

Target Audience: Demographics and Psychographics

The target audience for this ad is environmentally aware, health conscious undergraduate college students. They are generally students that need to stay up late to study. The students feel as though regular energy drinks are harmful to their body and are desperately looking for a healthy alternative. Right now, they are unhappy with the results of other energy drinks and shots.

The average age of the target audience is 21. Its members have little to no income. They live in dorms, Greek houses and apartments. Most are single with no kids. Generally, they are living with at least two other college students.

Most are involved in many activities outside of school. Many are Greek affiliated and are part of special interest clubs on-campus. They are on the go at all hours of the day and need a product that tastes good and is not harmful to the body.

The target audience has tried every energy drink they could get their hands on late at night, while studying. They were not happy with the crash a few hours later or the health risks associated with the dangerous caffeine additives in other energy drinks. They desire a healthy alternative that is not too expensive.

Product Benefits:

- Silver Shot is made with all-natural ingredients: It will not have any harmful effects on your body.
- Silver Shot is high in antioxidants: The energy drink will not only give you energy, but it will also keep your spirits high and in a good mood.
- There are two different size options: You can drink it slowly over time, or take a quick sip for a time-saving alternative.
- Silver Shot is healthy: There are a day's worth of Vitamin C and Vitamin E.

Direct Competitors and Brand Images

Direct competitors are energy drink found at the grocery store:

- Red Bull: The target audience believes that this is the, “cool,” way to drink energy. However, there is a noticeable crash associated with the drink.
- Monster: The target audience sees this drink to deliver the most energy. They do not like the harsh chemicals in the drink.
- Just Chill: The target audience likes the natural ingredients of it, but the \$6 price tag is too pricey for a college student.

Indirect Competitors and Brand Images

- Emergen-C: The target audience likes the quick nature of a powder supplement, but the taste does not match up to Silver Shot.
- Ginseng Tea: The tea is all natural and the flavor is good. However, the tea lacks the amount of energy the target audience craves.

Product Brand Image:

- Current brand image: There is not yet a current brand image as we are releasing the product for the first time.
- Desired brand image: Silver Shot is an all-natural energy drink that tastes good and is environmentally friendly.
- Brand image challenge: The target audience is not aware of the new energy drink, Silver Shot. They need to learn that it is healthy and tastes good.

Strategic Message: The Promise

- Silver Shot will keep you awake and your mood up, while not harming the body with harsh additives.

Supporting Evidence: The Proof

- Silver Shot is all natural.
- The product is made from 98 percent recycled material.
- Silver Shot contains antioxidants, which acts as a mood booster.
- There is no crash associated with drinking Silver Shot.



GET YOUR DAILY VITAMINS AND
MINERALS FROM SILVER SHOT

MOOD BOOSTING AND
ALL-NATURAL

VISIT WWW.SILVERSHOTENERGY.COM
TO RECEIVE A FREE SAMPLE

Title: Silver Shot- The Highest Caliber of Natural Vigor

Client/ Sponsor: Silver Shot

Length: 30 seconds

Air Date: Nov. 20-Dec. 20

SFX: Intro of "Sunrise," by Childish Gambino
(Establish, then fade to quiet)

ANNOUNCER:

Most energy drinks contain guarana and other harsh chemicals that negatively affect the body.

ANNOUNCER:

If you need a mood and energy boost full of antioxidants and other daily vitamins try Silver Shot.

ANNOUNCER:

Silver Shot has everything to keep you awake throughout the day without a crash!

ANNOUNCER:

To get your hands on the newest energy boost go to Murphey's Health on Milwaukee Ave. in Libertyville.

ANNOUNCER:

Silver Shot- The highest caliber of natural vigor

SFX: "Sunrise," by Childish Gambino
(fade out)

Title: Silver Shot Ad
Client/Sponsor: Silver Shot
Length: 60 seconds
Air Dates: Nov. 20- Dec. 20

CU- Hand grabs silver shot can

SFX- quick breeze

CU-quick pan from hand, up arm, to eyeball

CU- mouth sipping can

CU- pan to eyeball opening wide

CU- mouth smiling

WS- Silver Shot can pours out leaves.

WS- Can smashes pill containers.

WS- Continues down to smash chemical beakers. Lands on table.

WS- Murphey's Health in Libertyville, Ill.

CU- computer screen of the website

CU- Silver Shot logo

MUSIC:

Instrumental, "Sunrise," by Childish Gambino
(Establish, then under)

Recycled can.

Filled with energy.

And mood boosting antioxidants.

Made from natural ingredients.

Packed with vitamins.

No harsh chemicals or additives.

Find Silver Shot at your local health food store.

Visit DOUBLE YOU-DOUBLE YOU-DOUBLE YOU-
DOT-SILVER SHOT ENERGY -DOT-COM

Silver Shot, The highest caliber of natural vigor.

MUSIC:

Instrumental, "Sunrise," by Childish Gambino
(Fade out)



Recycled can.



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Find Silver Shot at your local health food store.



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Silver Shot, the highest caliber of natural vigor.

References:

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