

## **Strategic Message Planner: Groove Energy Drink**

### **Advertising Goal**

To help promote the use and increase the sales of Groove Energy as a nutritious and effective energy supplement.

### **Client: Key Factors**

- Groove Energy of Kansas City, Miss., produces and manufactures energy drinks.
- Groove Energy is an employee-owned company and in 2012 was named “Top 50 Most Environmentally Efficient Companies to Work for in the United States,” by the *New York Times*.
- Groove Energy received the Equality Forum's 7th annual International Business Leadership Award.
- Lane Livers founded Groove Energy in 2010. Livers graduated Oklahoma State University in 2008 with a bachelor’s degree in entrepreneurship. Livers was awarded the “Ernst & Young World Entrepreneur Of The Year 2011.”
- The company’s primary products are Groove Energy drinks and supplements.
- Groove Energy primarily sells products to grocery stores and gas stations. Groove Energy products are also carried by Wal-Mart and Target stores.
- Total revenues in the past fiscal year were \$30 million.

## **Product: Key Features**

### **What Is the Product?**

- Groove Energy is an energy drink that contains natural and healthy energy supplements.
- Every can of Groove contains 0 calories, 0 sugar and 0 carbohydrates.
- Groove Energy comes in four different sizes: 8 oz., 12 oz., 16 oz., and 20 oz.
- Groove Energy features four different flavors: Pink Raspberry, Blue Ice, Green Apple Tea, and Orange Fizz.
- Founder Lane Livers formulated all Groove Energy products with the idea of creating a low-cost, healthy energy beverage that provides nutrients and an energy boost at the same time.
- Groove drinks cost \$1.50 for 8 oz. cans, \$1.99 for 12 oz. cans, \$2.50 for 16 oz. cans, and \$2.99 for 20 oz. cans.

### **What is the Purpose of this Product?**

- The purpose of Groove Energy Inc. is to provide a better-tasting, healthy alternative in the current market of energy drinks. “I wanted to create a nutritious and tasty drink to compete against the sugar filled and not-so-good tasting leading brands out there,” Livers said. “I also wanted to lower the cost so consumers can drink Groove Energy on a regular basis.”

### **What is the Product Made of?**

- Groove Energy features fresh and natural flavors and supplements for great taste and an even better boost. The multitude of fresh flavors along with the natural ingredients help to distinguish Groove Energy from other energy drinks.
- Groove Energy contains Vitamins C, B6, B12, water, juice concentrates, Green Tea Leaf Extract, fruit purees, and natural sugars.
- The combination of vitamins and energy supplements help create a natural energy boost.

### **Who and What Made the Product?**

- Award-winning entrepreneur Lane Livers developed the formula for Groove Energy. She uses this product on a daily basis to remain alert and focused throughout the day.
- Groove Energy is sealed into aluminum cans and can be easily chilled and opened for a refreshing pick-me-up.
- Chilling the product increases the quality of the taste.

### **Target Audience: Demographics and Psychographics**

The target audience for this ad is men and women from ages 18 to 30 who consume caffeine on a regular basis. They are typically individuals who have a regular work or school schedule, which requires them to wake up early in the morning and fall asleep late at night. They consume coffee or other sources of caffeine on average two to three times a day. A 2011 WebMD study on the health effects of consuming energy drinks suggested

that young adults are more likely to turn to energy drinks instead of coffee because of the bright packaging and the chilled, refreshing taste.

The average age of the target audience is 24. Its members have a median household income of \$32,140 (both men and women combined). The men at this age on average, however, earn \$39,403 compared to the women's average of \$26,507. The average 24-year-old has just graduated college and is either employed or searching for employment. Typically if they have found a job, they don't choose their hours and are lower down in the rankings of their company.

Most have careers outside of the home, however a portion of the target audience either stays at home or works from home.

18 million unmarried Americans ages 18 to 34 live with their families and this accounts for a large segment of the target audience. Women in this target audience tend to be married by age 25 while the men are married at age 27. A large portion of this target audience deals with stress, anxiety and depression on a daily basis. These three factors can exhaust the mind and body, leaving an individual to be lethargic. Those who have jobs in the target audience are more than likely set on a daily schedule and have settled into their own routine based on work, school, family, friends, etc.

The target audience expects immediate results when using this product. When they purchase Groove Energy, they are hoping for a quick boost to diminish exhaustion.

They're educated and realize the potential health benefits that come with consuming Groove Energy instead of competitors. In the past, these competing energy drinks haven't been effective or haven't been a healthy option when it comes to needing a quick boost.

Members of the target audience have not purchased Groove Energy in the past, because they have not been available until now.

### **Product Benefits**

- Groove Energy has bold and fresh flavors that make other energy drinks seem bland.
- Groove Energy contains vitamins and natural sources of energy that are healthy and won't cause the usual "crash" many energy drink consumers experience after a few hours.
- Groove Energy comes in a new type of aluminum can that is not only environmentally friendly, but also keeps the drink colder longer.
- Groove Energy comes in four flavors.
- Groove Energy is proven to be a more effective and healthier option than other leading brand energy drinks.

### **Direct Competitors and Brand Images**

Direct competitors are energy drinks that can be purchased in gas stations, grocery stores and in Wal-Mart and Target stores:

- Red Bull Energy Drinks: The target audience believes that this leading brand is the most effective energy drink on the shelves. The smaller can and sugar-free and

zero-calorie options also appeal to consumers. The target audience does, however, wish the drinks cost less and tasted better. A single 8 oz. can of Red Bull costs \$2.99.

- **Monster Energy Drinks:** The target audience has been informed of health hazards that can come from drinking this product. The FDA linked five deaths due to heart attacks caused by the consumption of Monster Energy Drinks. The target audience likes the cost of Monster products. They cost \$2 on average and come in a significantly larger size than Red Bull Energy Drinks.
- **Rockstar Energy Drinks:** The target audience finds Rockstar Energy Drinks desirable because they have the most flavors compared to other energy drinks on the market. They offer a small selection of low calorie drinks, but each can usually contains 100 calories or more.

### **Indirect Competitors and Brand Images**

- **Eating healthy, exercising, and getting enough sleep:** The target audience believes that a healthier lifestyle can help cure exhaustion and fatigue.
- **Coffee shops and brands:** The target audience also enjoys consuming coffee products in the morning for energy.

### **Product Brand Image**

- **Current brand image:** The target audience believes that Groove Energy tastes good compared to other drinks, but are skeptical of the health results compared to leading brands.

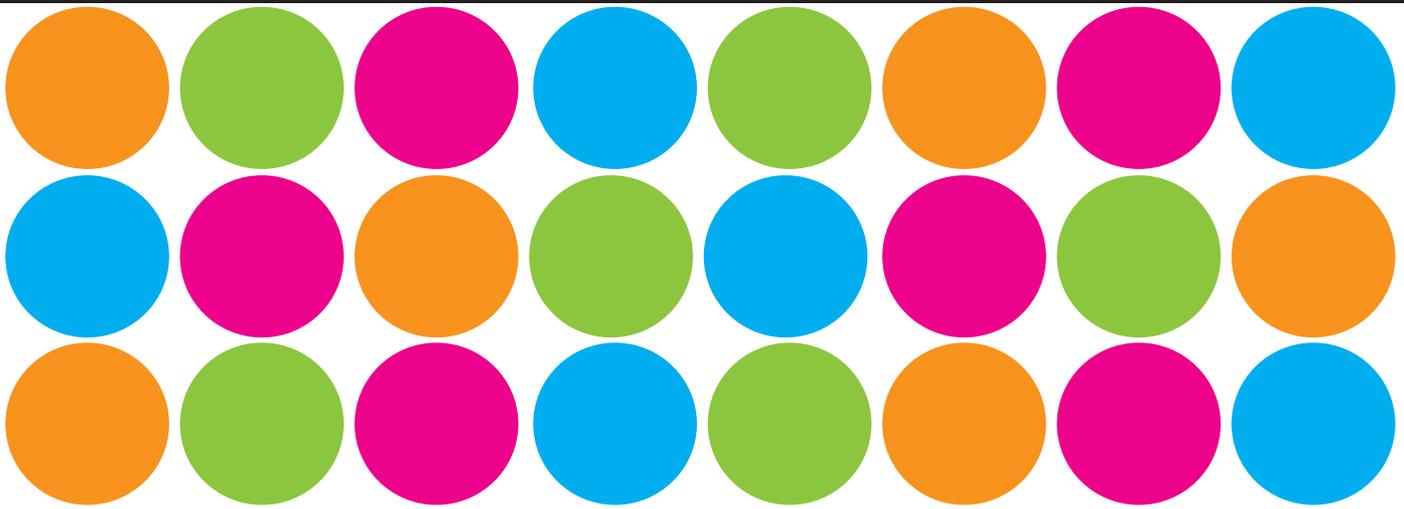
- Desired brand image: Groove Energy is a refreshing, healthy and effective way to rid yourself of fatigue or exhaustion.

### **Strategic Message: The Promise**

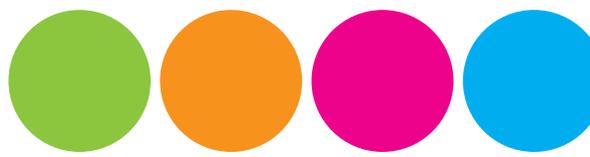
- Groove Energy will give you the boost you desire while providing the nutrients your body needs to get through the day.

### **Supporting Evidence: The Proof**

- World-renowned entrepreneur Lane Livers formulated Groove Energy to be healthy, effective and refreshing.
- Groove Energy comes in four different sizes and flavors. Each flavor is infused with natural sources of energy, vitamins, minerals and other nutrients.
- Groove Energy is packaged in a new type of aluminum that keeps the beverage cooler for a longer period of time.
- Product testing has placed Groove Energy equivalent to previous leading brands in effectiveness, and has proven this product is a healthier alternative to most other brands.



It's time to find your

 **groove.**

Groove Energy is the new & healthy way to fight fatigue.  
Groove in the morning. Groove during lunch break. Groove  
before the big game

Where will you groove?

Visit [www.mygroove.com](http://www.mygroove.com) to learn about Groove Energy & you could also win a month's supply of  
Groove Energy Drinks.

Title: Get into the Groove.  
Client/Sponsor: Groove Energy Drinks  
Length: 30 seconds  
Air Dates: November 8—February 8

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SFX: Sounds of a man snoring. Abruptly stops with man's voice.

ANNOUNCER:

Hey you. Wake up. You don't look like you've found your groove yet.

MAN: (speaking while yawning)

Dude I think I lost my groove, I barely got any sleep last night.

ANNOUNCER:

Drink this, "dude."

SFX: Can popping open, sound of someone chugging a drink.

MUSIC: Upbeat (dance beats, starting soft then getting progressively louder)

MAN:

WOAH! It's back! I can't stop groovin'!

ANNOUNCER:

I'm so glad you finally found your groove. Groove Energy Drinks are the new healthy AND tasty way to fight fatigue. Groove before work. Groove during your lunch break.

MUSIC: Same as before (this time fades in then fades out.

Groove in class. Where will you find your groove? Purchase Groove Energy Drinks at any local carriers today.

(Fade, out at :29)

Title: Get Your Groove On Ad  
Client/Sponsor: Groove Energy  
Length: 60 seconds  
Air Dates: November 8—February 8

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WS—Corporate meeting, pan the room to show all of the business professionals sleeping while the boss gives a speech (:05)

MS—Boss at the front of the room (:03)

CU—Walter snaps open eyes and sits up straight (:04)

WS—Entire room looks at Walter (:03)

MS—Woman next to Walter passes him a Groove Energy drink under the table (:04)

CU—Walter cracks open the can and chugs the drink (:06)

MS—Walter jumps on the table and moonwalks around then dances while other employees stare in shock (:07)

BOSS:

...And our numbers have been down. WAY down...Walter, have you heard a word I've said?

WALTER:

Yes sir. Sorry sir. Please continue.

BOSS:

(Voice in background continues talking about the company's numbers)

NOISE:

(Can opening, chugging noises)

MUSIC:

(Upbeat, fades in then remains loud. Drowns out the boss' voice)

(CONTINUED)

WS—One by one the other employees get on the table and dance with Walter (:09)

WS—image freezes then rewinds back to the moment when Walter is handed the can of Groove Energy (:04)

CU—freeze on the can (:12)

FADE TO BLACK AT :58

RT—:58

NOISE:

(Tape rewinding)

ANNOUNCER:

Groove Energy is the healthy and effective new way to fight fatigue. Why sleep when you can groove? Purchase Groove Energy at any local retailers. Where will you groove next?



(Boss talking)



...And our numbers have been down.



Walter!



Have you heard a word I've said?



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(Voice in background continues talking about the company's numbers)



(Can opening, chugging noises)



(Upbeat, fades in then remains loud. Drowns out the boss' voice)



Groove Energy is the healthy and effective new way to fight fatigue. Why sleep when you can groove? Purchase Groove Energy at any local retailers. Where will you groove next?