

Strategic Message Planner: Running Man

Advertising Goal

To make people think they need this specific energy drink to have the energy for life.

Client: Key Facts

- Running Man Products Inc. of Sweetwater, Texas makes Running Man energy drinks.
- Running Man Products Inc. is an employee-owned company and has sold more than 50 million energy drinks nation wide.
- Kayla Wheeler founded Running Man Products Inc. in 2002 as a college student in search of a healthier, great tasting energy supplement drink alternative.
- Running Man products were created with the average person and their hectic schedule in mind.
- Running Man products are sold in convenience stores and major retailers across the United States.
- Total earnings in the previous fiscal year reached \$55 million.

Product: Key Features

- Running Man is an energy drink that hydrates the body, gives you energy and tastes great without the sugar and carbonation found in other energy drinks that slow you down.
- Running Man is sold in five great tasting, low-calorie flavors.
- Running Man introduced three new flavors in 2005 to give the consumer more variety.
- Running Man energy drinks retail around \$2.50 apiece.

Purpose of the Product

- Running Man products were created for a healthier, flavor enhanced energy drink alternative.
- Running Man energy products are proven to increase alertness and help the consumer to feel revitalized.

What Is the Product Made of?

- Running Man products consist of a combination of caffeine, glucose, green tea extract, black tea extract, ginseng, coconut water, guarana, acai berry extract, mangosteen extract and a large variety of B Vitamins.
- Running Man products are low in sugar, therefore they are low in calorie.
- Running Man products provide the energy you desire with the vitamins your body needs in a healthy energy supplement.

Who and What Made the Product?

- Registered dietitian and nutrition instructor, Dr. Connie Guttersen, at the world-famous Culinary Institute of America and a sports medicine student from Oklahoma State University, teamed up to create the perfect ingredients and taste of Running Man energy products.
- Running Man energy drinks are bottled in an aluminum can with a resealable lid. The unique design of the bottle helps to keep the consumer on the go.

Target Audience: Demographics and Psychographics

The target audience for this particular product is men and women ages 20 to 35 who are in need of an energy boost to help tackle their busy schedules. These individuals are generally physically tired or dazed because of the level of stress they take on in their day-to-day activities. If “energized” does not describe how they feel, they are in for a wake up call with Running Man energy products. A recent study found that most energy seekers

grow tired of the same bland tasting energy drinks that only give them a limited amount of energy followed up by a substantial physical crash.

The average age of the target audience is 25. The median household income is \$40,000.

Most of the members of the target audience are single young adults who are still in college or just stepping into the career scene.

With sleep on the back burner, most members of the target audience are looking for a convenient, quick fix in the midst of their busy lives for their energy needs. Most individuals claimed that the current energy drinks that are out there are packed full of sugars, which are “good for the instant buzz,” but that the long term affects of the sugar mixed with the carbonation only results in an upset stomach.

In a world that is so concerned about the “healthier choice,” the target audience is more willing to reach for a healthier, non-carbonated energy supplement rather than a sugary, calorie-packed energy drink.

Running Man energy products are consumed by members of the target audience but are currently still in the shadows of other leading energy supplement brands such as Red Bull.

Product Benefits

- Running Man products are non-carbonated: Won't lead to an upset stomach.
- Running Man products contain healthy ingredients: Perfect for the health nut.
- Running Man products are bottled in resealable containers: Helps keep consumers on the go.
- Running Man products have five different flavors available: Gives the consumer a variety of choices to ensure they never get tired of the “same old energy drink.”

Direct Competitors and Brand Images

Direct competitors are other Energy Supplement Drinks:

- Red Bull energy drinks: The target audience believes that this leading brand does provide the energy they desire but it comes with the price of an upset stomach.
- Monster energy drinks: The target audience believes this brand of energy supplements provide energy but are a costly alternative at almost \$3 per can.

Indirect Competitors and Brand Images

- Sleeping more: The target audience believes the most effective way, and possibly the healthiest way, to gain energy is by sleeping the recommended eight hours per night. However, the general consensus is nobody has time for that in this fast paced life.
- Healthy eating: It is proven that eating a diet rich in protein and vitamins and low in carbs and fat will increase the amount of energy one feels throughout the day. The target audience doesn't have time to eat three healthy meals a day nor does the average person want to spend a day without their fried obsession.

Product Brand Image

- Current brand image: The target audience believes in Running Man products but still view them in the shadows of other leading energy supplement brands.
- Desired brand image: Running Man products are the perfect balance of energy and nutrition needed in this fast paced world.
- Brand image challenge: To get the rest of the country informed of the healthy, and great tasting energy drink created by Running Man Products Inc.

Strategic Message: The Promise

Running Man energy drinks are a healthy alternative energy supplement that will provide the energy you desire and the vitamins you need to take on this fast paced world.

Supporting Evidence: The Proof

- Running Man energy drink was created by energy seeking individuals for energy seeking individuals.
- The creators of Running Man energy products believe in their products so much that they use it too.