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Final Project: Broadcast Campaign for Monster Energy Drinks

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<b>COMPANY:</b>	Hansen Nature (Corona, California)
<b>PRODUCT:</b>	Monster Energy Drinks
<b>COMPETITORS:</b>	Red Bull & Rockstar
<b>U.S. MARKET:</b>	<p>The energy drink market profits approximately \$5.4 billion per year. Currently, only 15% of the U.S. population consumes energy drinks. Between 1997-2007, a dramatic increase in energy drink consumption occurred after Red Bull launched the first energy drink powerhouse on U.S. soil. Since 2007, however, that number has stabilized and minimal growth has transpired. The subsequent result has been a crowded energy drink market since more energy blends are being introduced. 14% of the population would drink energy blends if the options were healthier. Another 14% of non-consumers would try energy drinks if free samples were conveniently available. 70-80% of energy drink consumers say the primary purpose they buy them is for a quick high performance energy boost. Since the energy boost is the highest consumer benefit, it is the driving force in advertising for this market.</p> <p>Unfortunately, there are many reasons why 85% of the population</p>

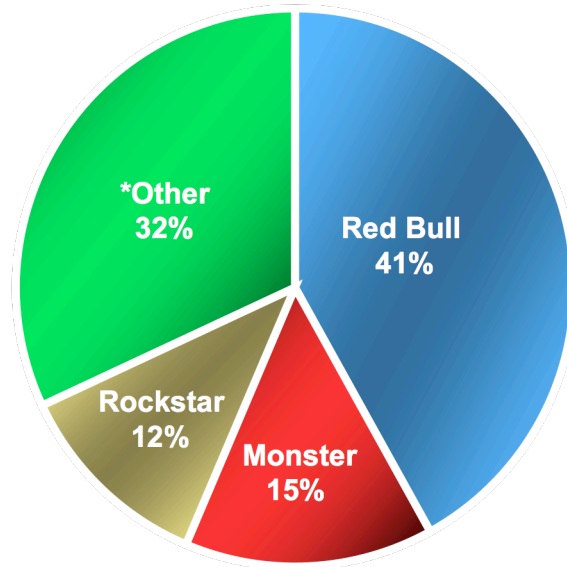
in America does not drink them. Most energy drinks are not considered affordable, since they are higher priced than regular sodas. It is typically cheaper to purchase a cup of regular coffee. Another concern is the controversial ingredients. Potential consumers are concerned about the health risks of consuming such large quantities of sugar, caffeine, and other energy blends. This alienates children, pregnant/nursing mothers, and the elderly from this market. The most notable factor for why people do not enjoy energy drinks is because of the taste. Few companies have been able to produce a widely accepted delicious energy drink. Many consumers in taste tests say they tolerate the taste to get the energy boost. Monster is a great product because it has favorable marketing. Monster seeks to improve the downfalls of energy drinks by addressing consumer concerns. In order to make healthier options available, Monster added concentrated energy shots and sugar free options. To improve taste and appeal, Monster added a variety of coffee flavors that do not leave an aftertaste. Lastly, in order to make Monster more affordable, they produced a variety of sizes at competitive prices to give more energy for less cost. According to Monster co-owner Rodney Sacks, energy drinks are the new sodas of the world.

**ANALYSIS:**

Monster is owned by Hansen Natural executives Rodney Sacks and Hilton Schlosberg. After Red Bull hit the market in 1997,

Sacks and Schlosberg wanted to expand their company to reach a larger audience. They created Monster in 2002 to compete with Red Bull. Unfortunately, the company did not immediately take off. They revamped their marketing strategy and by 2004, sales rose 162%. The reason for the success is that they targeted the right demographic: college kids, truck drivers, and sports fans (predominantly males). They began to give out free samples at sporting events and concerts. Through word of mouth, Monster had formed a reputation. To gain an extra advantage over Red Bull in growth sales, Monster doubled the can size (16oz) of traditional Red Bull but kept the price the same. This gave extra incentive to consumers to get more energy blend for the same cost as their competitor. To give consumers convenient access to Monster, Sacks and Schlosberg added Anheuser Busch and Coca-Cola as main distributors. Soon, Monster heavily sponsored extreme sports. By creating a large variety of flavors and sizes, Monster distinguished itself from its rivals. The newest distinction came when Monster added a line of coffee hybrids and re-sealable tops to its original flavor. Rockstar copied this idea later but Monster had already gained brand loyalty from its consumers. Unfortunately, Red Bull still holds the largest market share in energy drinks (42%). However, Monster steadily gains ground in second place (15%) while Rockstar is in third (12%).

## U.S. Energy Drink Market



### **COMPETITORS:**

\*Other is comprised of brands that contain less than 3% each

Red Bull is the strongest competitor of Monster. Red Bull began overseas in the mid 1980's, by Dietrich Mateschitz and Chaleo Yoovhidya. It then launched in the U.S. in 1997. It originally dominated the market taking 65% of the energy drink market. It grossed over \$1 billion in sales every year. Since then, more of the U.S. market has been split by the arrivals of other energy blends, and Red Bull is slowly losing more consumers to other brands. However, Red Bull still has a large global presence. Their advertising focuses on humor, athletes, extreme sports, and celebrity endorsements. The Red Bull slogan, "It gives you wings," markets it as a high performance drink that increases stamina and

speed. The Red Bull can was designed to be slender and create a more attractive image. Red Bull spends 30% of its revenue on advertising alone.

Rockstar was launched in 2001 by Russell Weiner. It is the third largest energy drink company in the U.S. holding 12% of the market. Their slogan is “Party like a rock star!” This marketing strategy promotes endurance for those living strenuous lives. Rockstar sponsors many sporting events like the other energy drink companies, but what makes it unique is that it endorses more concerts than the others. This is directly related to its brand name “Rockstar.”

**COMPARISON:**

	Monster	Red Bull	Rockstar
Flavor Variety	24	4	14
Size Variety	10	2	3
Cost	\$1.99	\$1.99	\$1.99
Ingredients	100% B12	80% B12	250% B12
Appeal	Strength	Speed	Endurance

**STRENGTHS:**

**Variety and Sizes**

Monster energy drinks have a strong variety of flavors (24) and sizes (10). Red Bull only has 2 sizes and 4 flavors while Rockstar only has 3 sizes and 14 flavors. Higher variety allows more options for healthier drinks. Monster has sugar free options as well

as drinks that contain real fruit juice for those with health concerns. Also, more variety provides a higher chance of consumers enjoying the taste of a flavor.

### **Cost/Affordability**

Most Monster sizes are at least double the size of Red Bull but are the same price. Consumers are getting more energy blend for less money.

### **Ingredients**

Monster has a balance between Red Bull and Rockstar's vitamin B12 daily percentage intake. It provides just enough energy without causing too many health concerns. Some Monster drinks are made with real fruit juice to cut out excess sugar or unnatural components. Other energy ingredients in Monster are comparable to competitive brands and are still controversial.

### **Appeal**

Raw strength is the appeal of Monster. This testosterone filled message is perfect to attract the target audience of adolescent males. The largest demographic of energy drink consumers are male sports enthusiasts, truck drivers, and college students. This gives a strong athletic brand identity.

## **WEAKNESSES:**

### **Brand Loyalty**

Monster entered the market after Red Bull had already established a consumer base. Red Bull had a jump start on credibility, and

**TARGET  
AUDIENCE:**

Monster has been trying to catch up ever since. Red Bull also has a bigger global market. This makes it difficult to be a practical contender.

**Advertising Mediums**

Red Bull uses a bigger variety of ads including print, TV, radio, and internet. Monster focuses on building a reputation by sponsoring events and word of mouth. They do some media ads, but not nearly as much as they could. It is far easier to find information on Red Bull on the internet than Monster. Currently, there are no free product brochures for Monster available online.

**Alienated Demographics**

Rockstar opened the target audience to women by advertising rejuvenation for exhausting lifestyles. This could easily appeal to busy mothers or businesswomen. Monster has yet to reach out to the female population. It still maintains a very testosterone filled message of extreme sports and brute strength.

The major demographic this campaign will target is 15-20 year old males. Their hobbies may include extreme sports, video games, hunting, and other masculine activities. The education level will include a high school diploma and some college. A secondary demographic will be male truck drivers. Income level will be \$50,000/yr or less. Marital status predominantly will be single.



**OBJECTIVES:**

The major objective for this campaign is to establish a unique humorous masculine identity for Monster using TV and radio mediums. Monster has not utilized these types of media as much as it could have in the past. Launching a memorable presence in these platforms would create brand recognition in many households. Also, a humorous identity would attract the attention of young adolescent males as potential consumers.

**SALES SLOGAN:**

“Fuel the monster within.” This slogan reinforces the consumer benefit of providing energy, like fuel, to someone who is exhausted. It also creates brand recognition since it is simple and easy to remember.

**BONUS ITEM:**

A chance to win a free ticket to Monster Jam (text code). Not every can wins. Chances of winning are 1 in 20.

**POSITIONING:**

Monster energy drinks have an identity unique of its competitors because of the aggressive raw strength it advertises. The Monster logo has three claw marks that insinuate a beast has been set loose. This identity distinguishes a rougher masculine drive. Referring to the drink as fuel gives a monster truck or jet engine feel to it. Fuel doesn't have to taste good, it's necessary to function. The consumer is compared to an engine. The monster within is reinforcing the longing for untamed wildness in every man and primal instinct. It is positioning itself as the ideal drink for real men that are tough. It satisfies the male ego and creates an

**APPROACH:**

identity that claims to only be for the aggressive man. Red Bull and Rockstar do not hit the masculine drive this heavy.

The approach will be humorous and upbeat while featuring well-known monsters from folklore. The commercials will show the transformation from humans into these monsters by ingesting Monster energy drinks. Most of them will be males in humorous situations. This will be a recurring theme. It will be slightly spooky to add character to the Monster theme. This campaign will run frequently in the month of October, right before Halloween for added continuity.

**RADIO COMMERCIAL: COOKIE MONSTER – 60 SEC**

ANNCR: (SLOW/EERY) Have you ever wondered where monsters come from?

SFX: DOOR SLAMS, FOOTSTEPS :04

JIMMY: (YELLING) Mom! I'm home. I'm starved. Can I have something to eat?

MOTHER: (DISTRACTED) No, sweetie. You will spoil your dinner.

JIMMY: (FRUSTRATED) She never lets me eat before dinner...Hey what's this?

SFX: MONSTER CAN BEING SHUFFLED THEN PICKED UP :03

JIMMY: (MISCHEVIOUSLY READS LABEL) Monster energy drink? This sounds like it would be good.

SFX: GULPING :03

JIMMY: (SICK/SURPRISED) I don't feel too good. What's happening?

SFX: GRUMBLING/GROWLING/MOANING :03

SFX: LIGHTNING :03

JIMMY: (COOKIE MONSTER VOICE/EXCITED) Me want cookies!

SFX: JAR CRASH :03

SFX: NOM NOM NOM :04

SFX: FOOTSTEPS :03

MOTHER: (SCREAMS) Agh! Jimmy, you're a blue puppet! What happened?

JIMMY: (SHEEPISHLY/COOKIE MONSTER VOICE) I told you I was hungry.

SFX: SESAME STREET MUSIC PLAYS :TILL END

ANNCR: For a limited time only, you could win a free trip to Monster Jam from specially marked cans. Only one in twenty cans wins.

ANNCR: Monster energy...fuel the monster within.

**TV COMMERCIAL: ADDAM'S FAMILY PARTY– 15 SEC**

VIDEO	AUDIO
CU OF A SIX PACK OF MONSTER ENERGY BEING CARRIED TO A DOORSTEP OF A CREEPY HOUSE/MUSCULAR MAN KNOCKING ON DOOR :04	MUSIC: TECHNO :TILL END SFX: FOOTSTEPS :02 SFX: KNOCKING ON DOOR :02
LS/OTS OF MAN LOOKING AT ADDAM'S FAMILY MOTHER, MORTICIA, ANSWERING THE DOOR WITH A PARTY IN THE BACKGROUND :03	SFX: DOOR OPENING :03
MS/OTS FROM BEHIND THE MAN USING 30 DEGREE ANGLE RULE AS THEY TALK :04	MAN: I love your costume. MORTICIA: What costume?
MS OF MONSTER ENERGY 6 PACK :04	ANNCR: Monster energy...fuel the monster within.

**TV COMMERCIAL: FREE SAMPLE MUMMY – 30 SEC**

VIDEO	AUDIO
LS OF A FREE SAMPLE CANDY STAND IN SPORTS SHOP :03	MUSIC: SHOPPING MUSIC :TILL END SFX: MUFFLED INTERCOM :03
MS/OTS SHOT TO SHOW A MALE CUSTOMER HOLDING A MONSTER ENERGY CAN WALKING UP TO THE SAMPLE STAND :03	SFX: FOOTSTEPS :03
MS/OTS SHOT TO SHOW THE CUSTOMER TAKING A PIECE OF CANDY WHILE THE EMPLOYEE IS TALKING :03	EMPLOYEE: Try a free sample of candy.
WS: OF THE MAN TRYING TO SNEAKILY TAKE ANOTHER PIECE OF CANDY/EMPLOYEE PULLING THE CANDY BOWL AWAY WHILE POINTING AT A SIGN :06	SFX: CANDY WRAPPER RUSTLING :03 SFX: BOWL SCOOTING ON A TABLE :03
CU OF “ONLY TAKE ONE” SIGN :03	
MS/OTS SHOT TO SHOW THE CUSTOMER DRINKING THE MONSTER ENERGY DRINK IN HIS HAND WHILE EXITING SCENE RIGHT :03	SFX: GULPING/GUZZLING :03 SFX: FOOTSTEPS :03
MS/OTS SHOT WITH A 30 DEGREE ANGLE TO SHOW MUMMY/CUSTOMER ENTERING SCENE RIGHT WITH A BIG SMILE ON HIS FACE, STILL HOLDING THE MONSTER ENERGY CAN :03	SFX: FOOTSTEPS :03 MUMMY: (GROANS) Arrrgg....
WS OF MUMMY/CUSTOMER TAKING THE WHOLE BOWL OF CANDY AND RUNNING AWAY :03	SFX: BOWL SHUFFLING :03 MUMMY: (DEEP LAUGHING) Ha, ha, ha... SFX: QUICK FOOTSTEPS :03
GRAPHIC OF MONSTER ENERGY CAN :03	ANNCR: Monster energy...fuel the monster within.

**TV COMMERCIAL: BIGFOOT AT THE MOVIE THEATRE – 15 SEC**

VIDEO	AUDIO
MS OF MAN STRUGGLING TO GET TO HIS SEAT AT A CROWDED MOVIE THEATRE WITH A MONSTER ENERGY CAN IN HIS HAND/SQUEEZING BY PEOPLE/ LIGHTS LOW :03	SFX: WHISPERS :03  SFX: MOVIE CREDIT NOISE :TILL END  SFX: PEOPLE SHUFFLING :03  MAN: Excuse me...pardon me...sorry.
CU OF MAN DRINKING A MONSTER ENERGY AND IT INSTANTLY TRANSFORMS HIM INTO BIGFOOT :03	SFX: WHISPERS :03  SFX: GUZZLING :02  SFX: OVEN TIMER DING :01
LS OF EVERYONE IN THE THEATRE SCREAMING AND RUNNING AWAY :03	SFX: STAMPEDE :03  SFX: CROWD SCREAMING :03
MS OF BIGFOOT'S FACE SMILING/SATISFIED THAT HE CAN NOW WATCH THE MOVIE IN PEACE :03	
ECU OF MONSTER ENERGY CAN IN SEAT CUP HOLDER AT MOVIE THEATRE :03	ANNCR: Monster energy...fuel the monster within.

**TV COMMERCIAL: DR. JEKYLL & MR. HYDE – 30 SEC**

VIDEO	AUDIO
LS/B&W INSIDE OF A 1890'S LABORATORY IN LONDON OF DR. JEKYLL PREPARING AN EXPERIMENT/ FOG :05	SFX: CREEPY MUSIC :TILL END  DR. JEKYLL: (RANTING) A few more adjustments and my new potion will be complete!
MS/B&W OF DR. JEKYLL KNOCKING OVER A MONSTER ENERGY CAN, AND GREEN MONSTER DRINK POURS INTO THE SERUM BATCH (GREEN MONSTER ENERGY LIQUID IS THE ONLY COLOR IN THE SHOT) :04	SFX: CAN KNOCKED OVER :02  SFX: POURING LIQUID :02
MS/B&W OF DR. JEKYLL DOES NOT SEE THE KNOCKED OVER CAN, POURS THE GREEN SERUM INTO A VILE AND DRINKS IT :05	SFX: POURING LIQUID: 02  SFX: GULP :03
LS/B&W OF DR. JEKYLL FALLING BEHIND A COUNTER TO THE GROUND, BREAKING GLASS TUBES, AND FLAILING ALONG THE WAY (LIGHTNING FLASHES) :06	SFX: CRASHING/GLASS BREAKING :03  SFX: LIGHTNING :03
MS/B&W OF DR. JEKYLL EMERGING FROM BEHIND THE COUNTER AS MR. HYDE :03	MR. HYDE: (EVIL LAUGHTER) Ha ha  ha...finally it worked!
ECU OF MONSTER ENERGY CAN ON COUNTER :07	ANNCR: Monster energy...fuel the monster within. Win a free trip to Monster Jam from specially marked cans. Only one in twenty cans wins.

**PSA: WORLD HEALTH ORGANIZATION HELMET INITIATIVE – 30 SEC**

VIDEO	AUDIO
MS OF BMX BIKER DOING TRICKS AT AN OUTDOOR EXTREME SPORTS EVENT/ BMX BIKER FALLING TO THE GROUND BUT GETTING BACK UP BECAUSE HE WAS WEARING A HELMET :06	SFX: CROWD CHEERING :06  SFX: ROCK MUSIC :06  ANNCR: In extreme sports, head injuries are serious business. Every athlete knows to wear a helmet.
LS OF KID RIDING A BIKE DOWN THE STREET WITHOUT A HELMET :06	ANNCR: Everyday millions of people ride bikes or motorcycles, but many of them do not wear helmets.
MS CAR HITTING KID :03	SFX: SCREECHING TIRES/CRASH :03
LS OF THE KID IN HOSPITAL BED :06	ANNCR: A large number of cyclists are disabled or killed each year as a result of severe brain damage.
CU OF X-RAYS OF BRAIN DAMAGE DISPLAYED :05	ANNCR: Many of these injuries could have been prevented by simply wearing a helmet.
ECU OF A HELMET GRAPHIC LOGOS OF THE WORLD HEALTH ORGANIZATION AND MONSTER ENERGY IN BOTTOM RIGHT CORNER :04	ANNCR: Wear a helmet...it could save your life.



**RADIO: FRANKENSTEIN – 30 SEC**

SFX: LIGHTNING :03

MUSIC: CREEPY MUSIC :TILL END

DR. FRANKENSTEIN: (EVIL) At last, my creation is almost complete.

FRITZ: (DISTORTED VOICE) Dr. Frankenstein, there's not  
enough power to bring the monster to life!

DR. FRANKENSTEIN: I have just the thing we've been waiting for. Quick,  
bring me a Monster energy drink!

FRITZ: (DISTORTED VOICE) Monster energy? Master,  
what powerful elixir is this?

DR. FRANKENSTEIN: (EXCITED) Monster energy is the boost we  
need!

SFX: CAN OPENING/FIZZ/LIGHTNING/GROANS :05

FRITZ: (EXCITED) It's alive! It's alive!

ANNCR: Monster energy...fuel the monster within. Win a free trip to  
Monster Jam from specially marked cans.

**RADIO: LOCHNESS MONSTER – 30 SEC**

SFX: DOOR SHUTTING :03

THERAPIST: (CONCERNED) What brings you to therapy today sir?

MAN: (EMBARASSD) Well...I am afraid of water.

THERAPIST: (POSITIVE) Ah...I see. I have an exercise I want you to try.

MAN: (DISCOURAGED) I've tried everything Doc. Nothing seems to help.

THERAPIST: (CONFIDENT) I think you will like this one. Go drink this Monster energy outside by the lake.

MAN: (SKEPTICAL) You really think this will help?

THERAPIST: (CONFIDENT) Trust me...it will.

MAN: (DOUBTFUL) Ok...here I go.

SFX: DOOR OPENING/CAN OPENING/GULPING :04

SFX: LARGE SPLASH :03

SWIMMERS: (SCREAMS) Ah! It's the Lochness Monster!

ANNCR: Monster energy...fuel the monster within. Win a free trip to Monster Jam from specially marked cans.