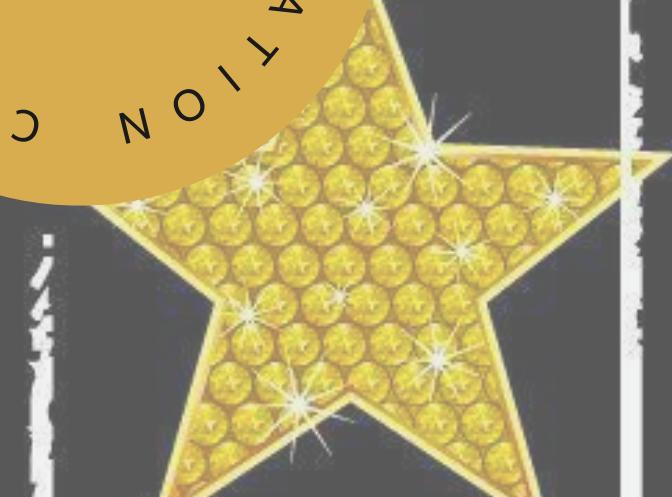


ROCKSTAR ENERGY

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Introduction

- CLIENT BRIEF
- BUSINESS OBJECTIVES
- MARKETING STRATEGIES & OBJECTIVES
- COMMUNICATION OBJECTIVES
- MEASURING CAMPAIGN SUCCESS



About Rockstar Energy



Business Objective

Increase market share by 5% to be in the top three, overtaking VPX's spot. Gain switchers from VPX and create new usage occasions.

Evaluation Metrics

Tracking online & in-store traffic, as well as overall unit sales each quarter compared to the sales of VPX.

Marketing Strategies/ Objectives

Optimize brand positioning by increasing brand awareness and knowledge of product for consumers through increased advertising initiatives through the summer of 2025. Utilizing campus ambassadors and athletic influencer marketing increase social media following to 1.5 M followers by the summer of 2024.

Evaluation Metrics

Tracking share of social and social media engagement in comparison to competition.

Communication Objectives

Display Rockstar's strengths to consumers by emphasizing brand identity through ads and promotions. Educate consumers on the differences between Rockstar and VPX to sway need-based consumers and gain brand loyalty from these in-between consumers. Maximize WOM and eWOM through the use of campus ambassadors and influencer marketing.



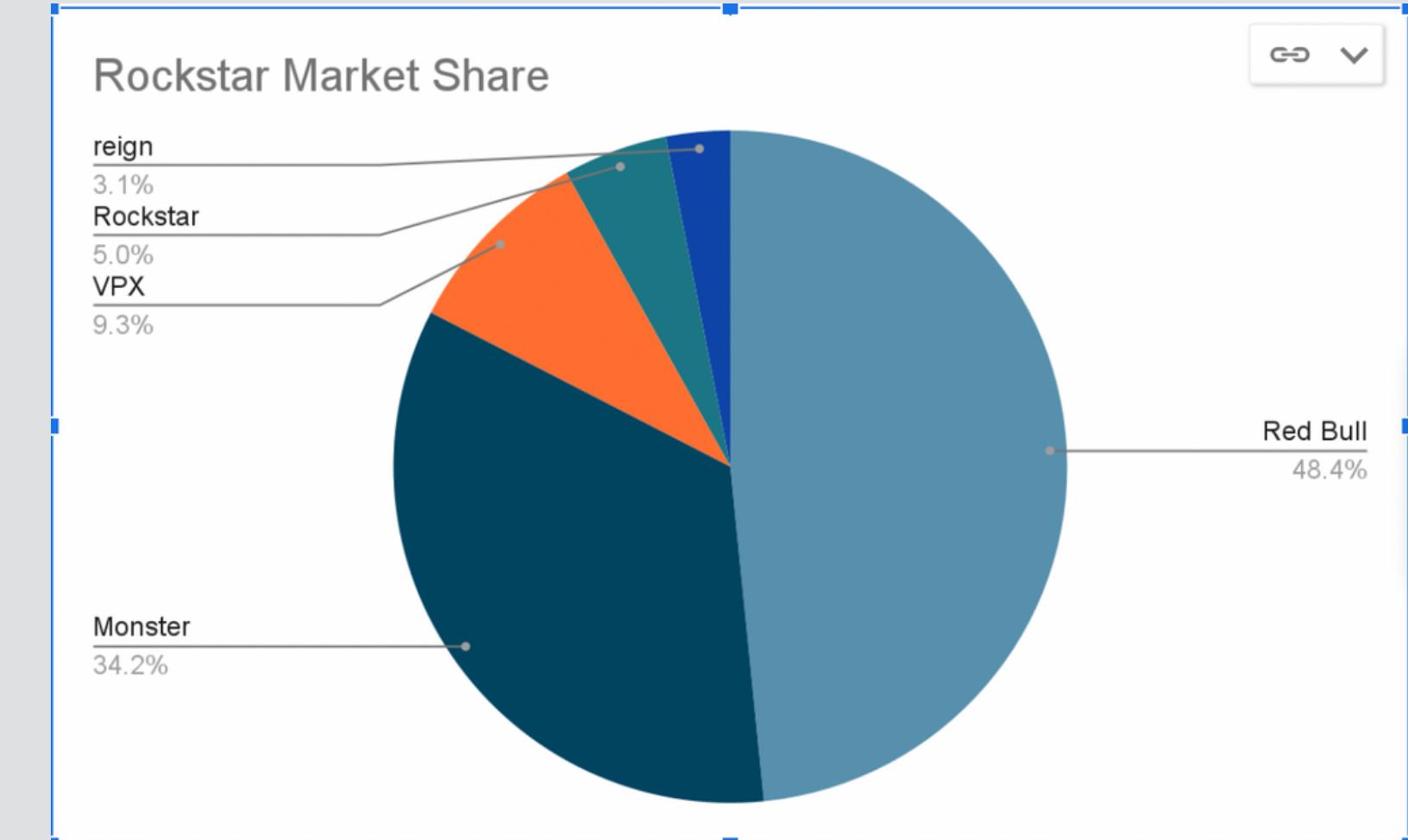
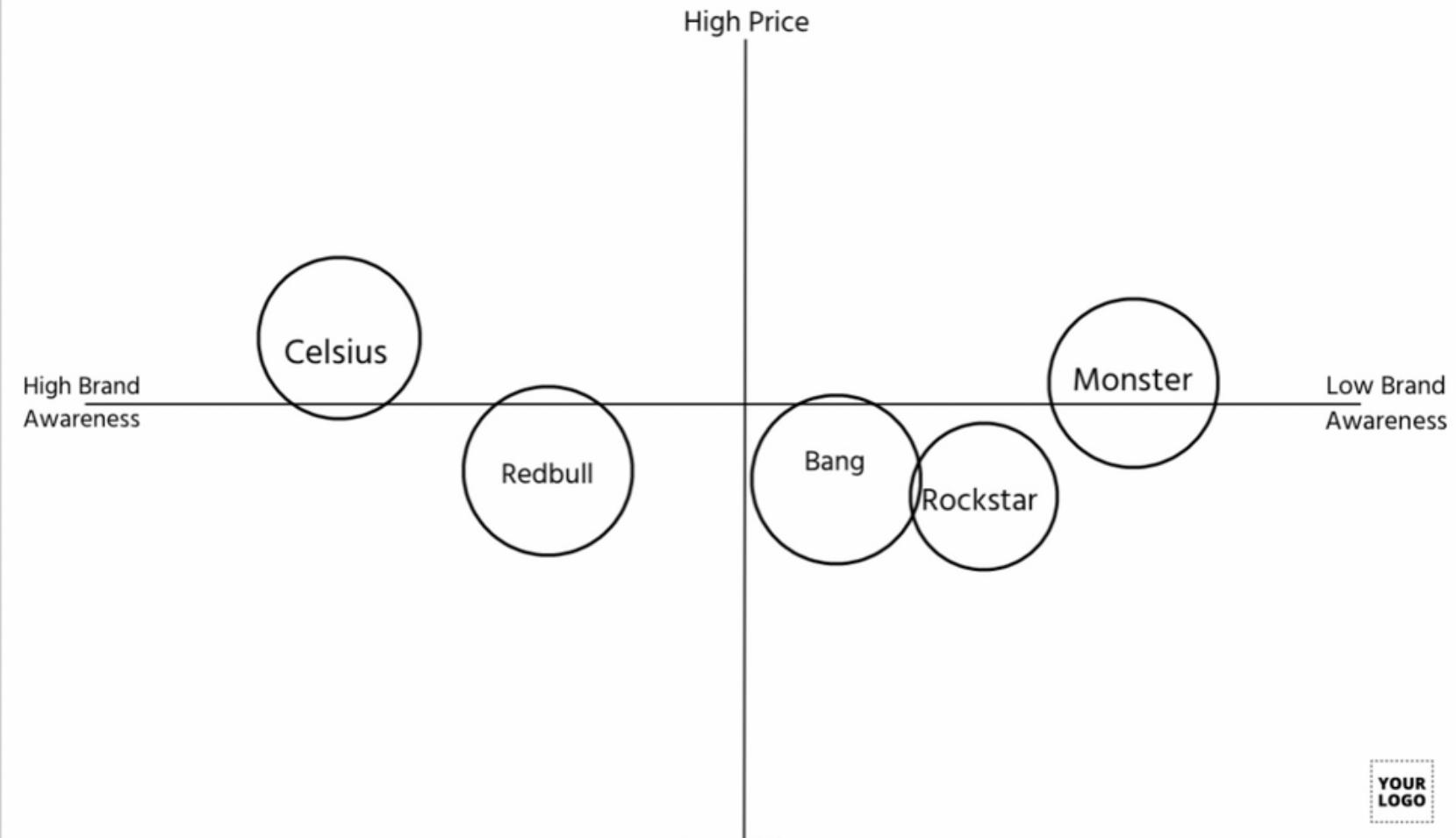


Measuring Campaign Success

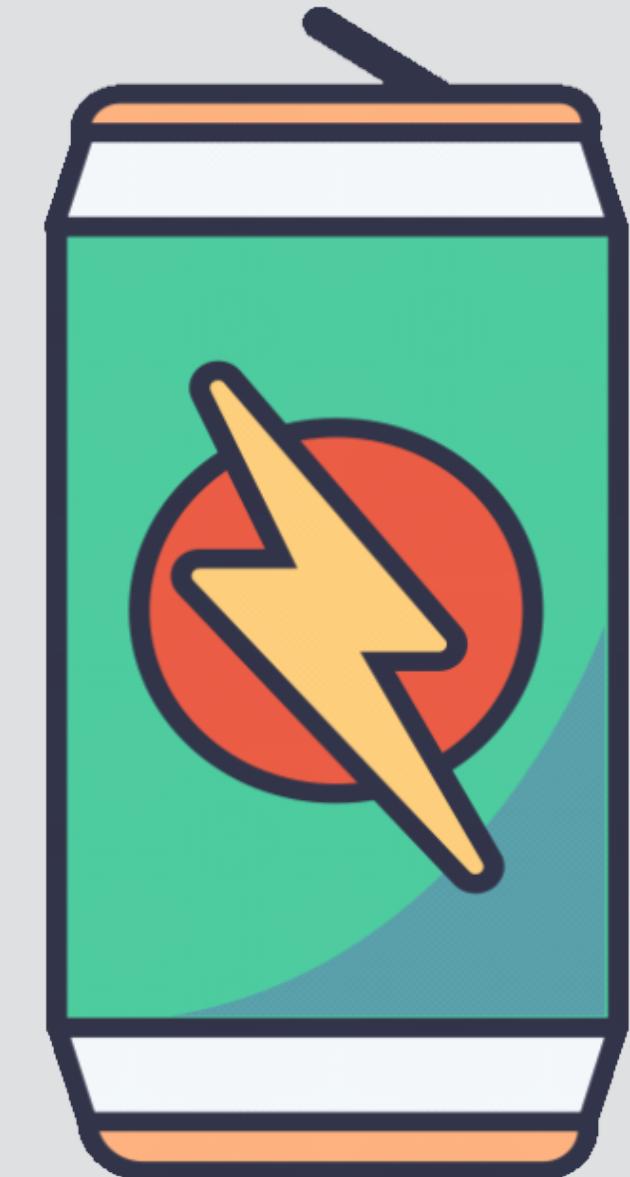
To measure the success of our campaign we will track the online searches for the brand, as well as the in-store purchases of our product. We will also evaluate the success of our campaign by tracking our share of social media and engagement, and the comments of consumers to gauge the public brand perception.

Market Share

Energy Drink Positioning map



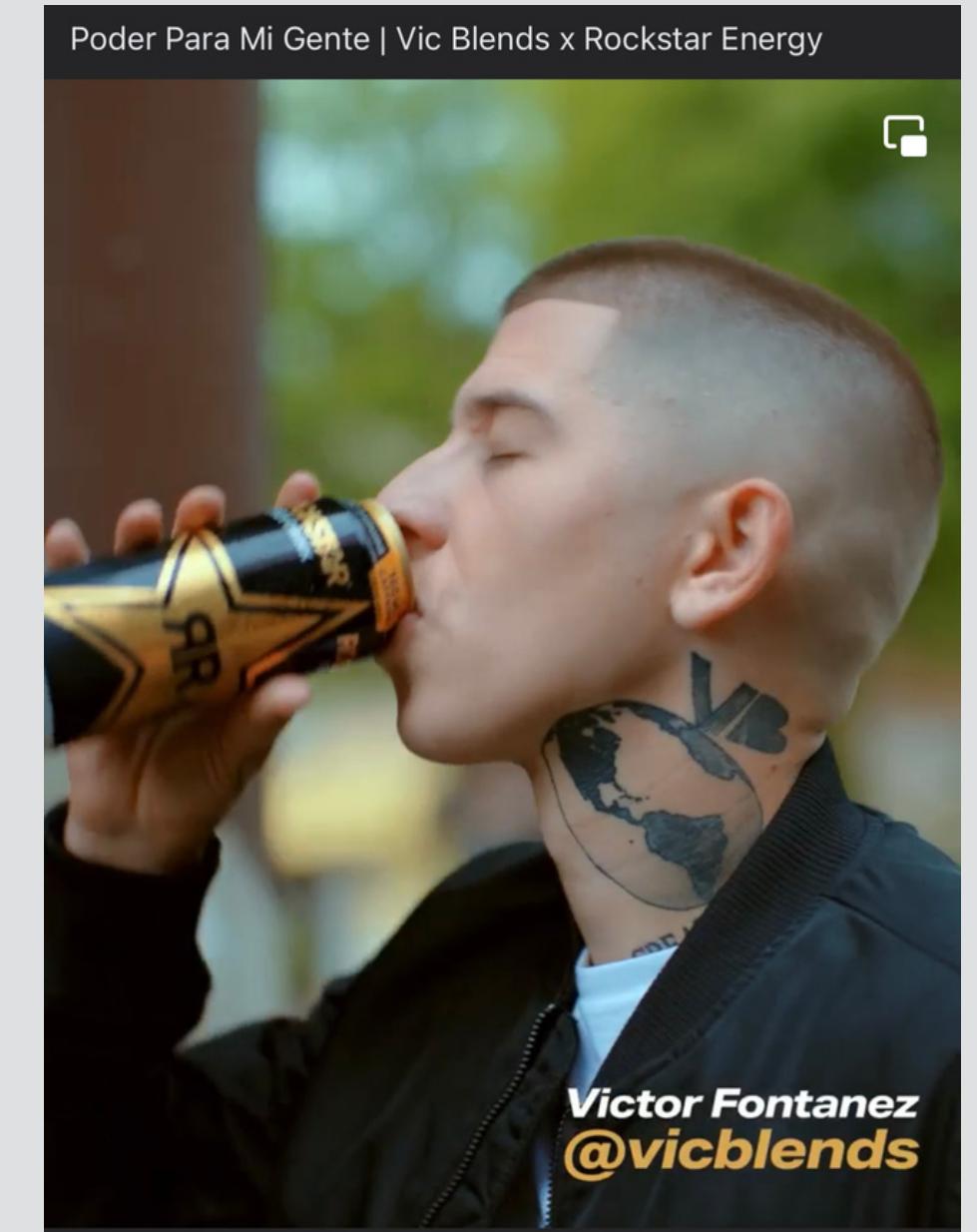
Best & Worst Ads of Rockstar



Best Ad of Rockstar

Poder Para Mi Gente x Vic Blends

- Young Latino Influencer
 - Relate to younger demographic
 - Boosting sales



<https://www.youtube.com/watch?v=ghuGgFXUlpk>

Worst Ad

Rockstar Energy Spot

- Plain
- not as enticing as competitors
- Masculine



https://www.youtube.com/watch?v=UCurzs_-joA

Campaign Message #1

our Energy drink provides the most efficient amount of energy without being sugary and expensive.



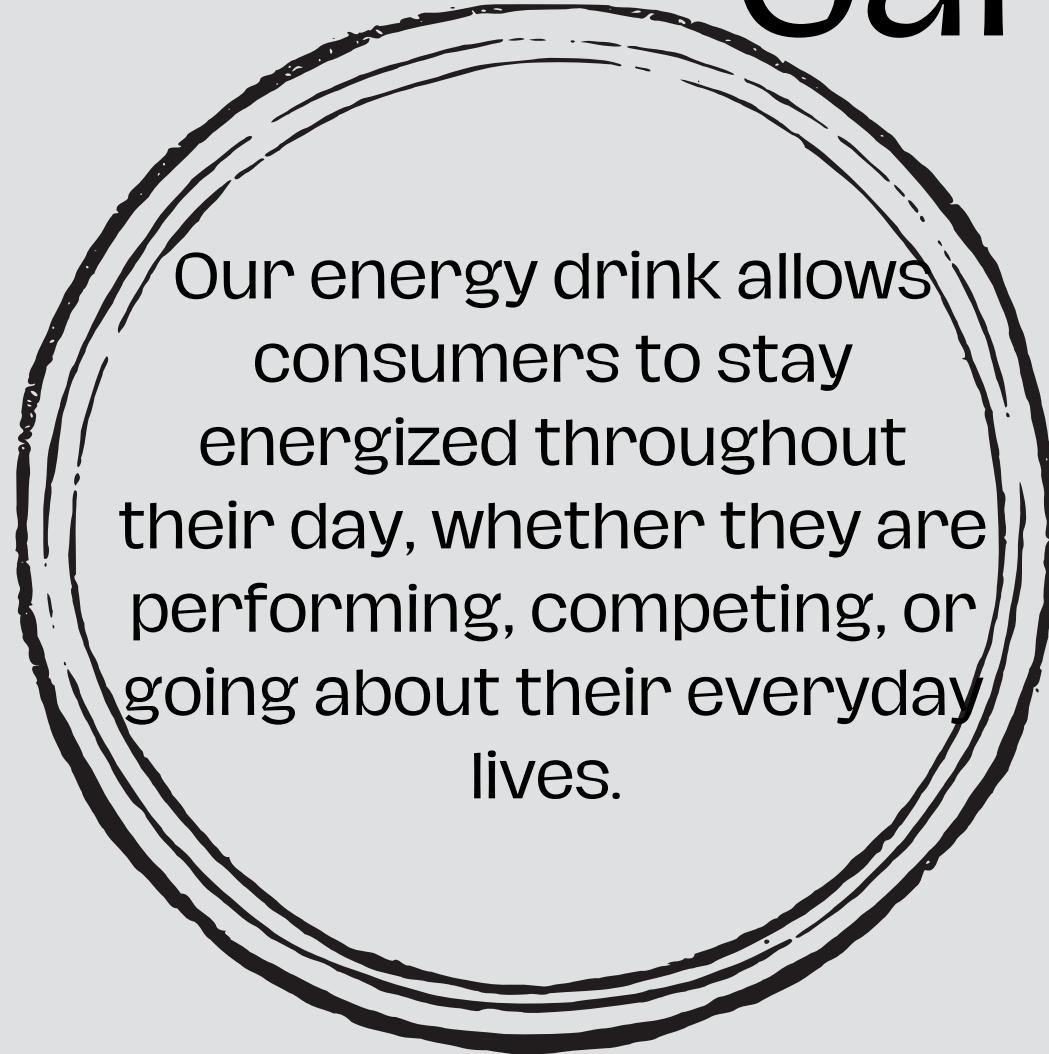
- **Message Driver: Feel/Tastes 35%)**



- **Experiential Driver: Customer reviews/ opinions 35%**

- **Cognitive Driver: Information/ trust 30%**

Campaign Message #2



Affective (Brand Affinity)(50%)

Information (25%)

Reviews & Opinions (25%)

Target Audience



Low Income Middle
Age Mostly without
Kids

- Owns a Pontiac
- Eats at Starbucks
- Shops at Express
- Follows NBA/WNBA
- Flies Frontier
- Visits Nick at Nite
- Listens to Urban Contemporary
- Age 20-44
- Mostly Renters, Low IPA, Above Avg tech



Upper Mid(Scale)
Younger Family

- Owns a Volkswagen
- Eats at Qdoba
- Shops at Express
- Takes continuing education courses
- Flies Southwest
- Visits Hulu.com
- Listens to Urban Contemporary
- Age 25-44
- Mostly Renters, Low IPA, Above Avg tech



Midscale Younger
Mostly without Kids

- Owns a Volkswagen
- Eats at Chipotle
- Shops at H&M
- Attends music concerts
- Visits the middle east
- Uses Uber
- Listens to Rhythmic Contemporary
- Age 25-44
- Mostly Renters, Moderate IPA, Highest tech



Media Channels

First Campaign - \$5m

- **Ads in Mobile Apps:** Drive website traffic, boost engagement, better experience
- **Social Network Brand Group/Page:** Study competition more directly, client and consumer interaction, reviews
- **In-Store Promotions:** Creates word of mouth, encourages consumers to buy our drink
- **Event Sponsorship:** Deepen bond with consumers, reviews/opinions, portray the company
- **Professional Recommendation:** Builds credibility

Second Campaign - \$5m:

- **Video Ads Around Websites:** Reach broad audience, increase brand presence,
- **Sports Event Sponsorship:** Establish relationships, reviews, create positive reputation
- **Influencer Review:** Boost credibility, expand on segments of Website,
- **PC or Console Game Products/Ads:** Increases probability of gamers to recall Rockstar
- **YouTube Mobile Ads:** Increase visibility of data, more accessible to reach by topics/demographics

Campaign #1 Flowchart

Channel	Target Geography	Est Total Impressions	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total Cost
Google Display Ads	National	320,511,538	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	\$999,996
sporting, gaming, and music sites															
Mobile Game Ads	National	35,000,000				87,500	87,500	87,500	87,500						\$350,000
rewarded in-game ads															
Coupon Promotions	Select markets	16,008,000				66,700	66,700	66,700	66,700	66,700	66,700				\$400,200
geotarget consumers in areas with warm climate															
Instagram.com	Select markets	41,852,678					62,500	62,500	62,500	62,500		62,500	62,500		\$375,000
geotarget consumers in areas with warm climate															
Twitter.com	Select markets	57,894,117					53,428	53,428	53,428	53,428		53,428	53,428	53,428	\$373,996
geotarget consumers in areas with warm climate															
Xbox Promotion															
downloadable content, prizes, and drink tie-in	National	187,500,000	375,000	375,000				375,000	375,000						\$1,500,000
Youtube.com															
sports, school, and gaming channels	National	50,000,000	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	\$1,000,000
TOTALS:			708,766,333												\$4,999,192

Campaign #2 Flowchart

Channel	Target Geography	Est Total Impressions	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total Cost
Google Display Ads	National	320,511,538	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	\$999,996
sporting, gaming, and music sites															
NHL Sports Event Sponsorship	National	12,880,000				50,000	50,000	50,000	50,000						\$200,000
NHL rinkside promotions															
MLB Sports Event Sponsorship	National	51,520,000				50,000	50,000	50,000	50,000						\$200,000
MLB screen and seating ads															
Instagram. com	Select markets	2,105,263,157					200,000	200,000	200,000	200,000					\$800,000
geotarget consumers in areas with warm climate															
Twitter. com	Select markets	123,838,235					114,285	114,285	114,285	114,285			114,285	114,285	\$799,995
geotarget consumers in areas with warm climate															
Fortnite promotion															
in-game branded objects and drink tie-in	National	125,000,000							1,000,000						\$1,000,000
Youtube. com															
sports, school, and gaming channels	National	50,000,000	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	83,333	\$999,996
TOTALS:		2,789,012,930													\$4,999,987

Conclusion

- INCREASE AWARENESS
- OPTIMIZE BRAND POSITIONING +
INCREASE MARKET SHARE
- BRAND LOYALTY -> BRAND AFFINITY

