

ADV3300-001
SPRING
2023

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.



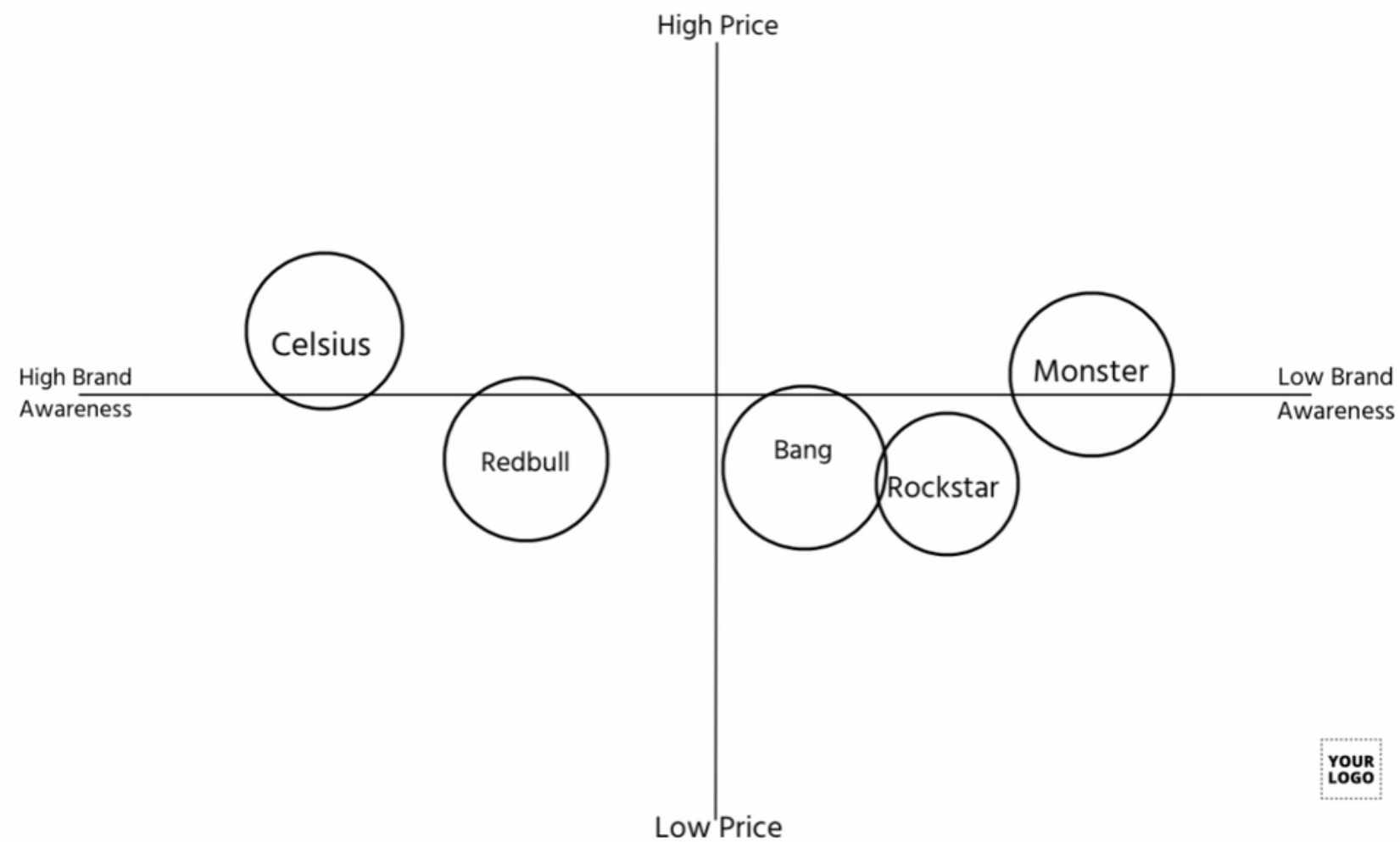


Measuring Campaign Success

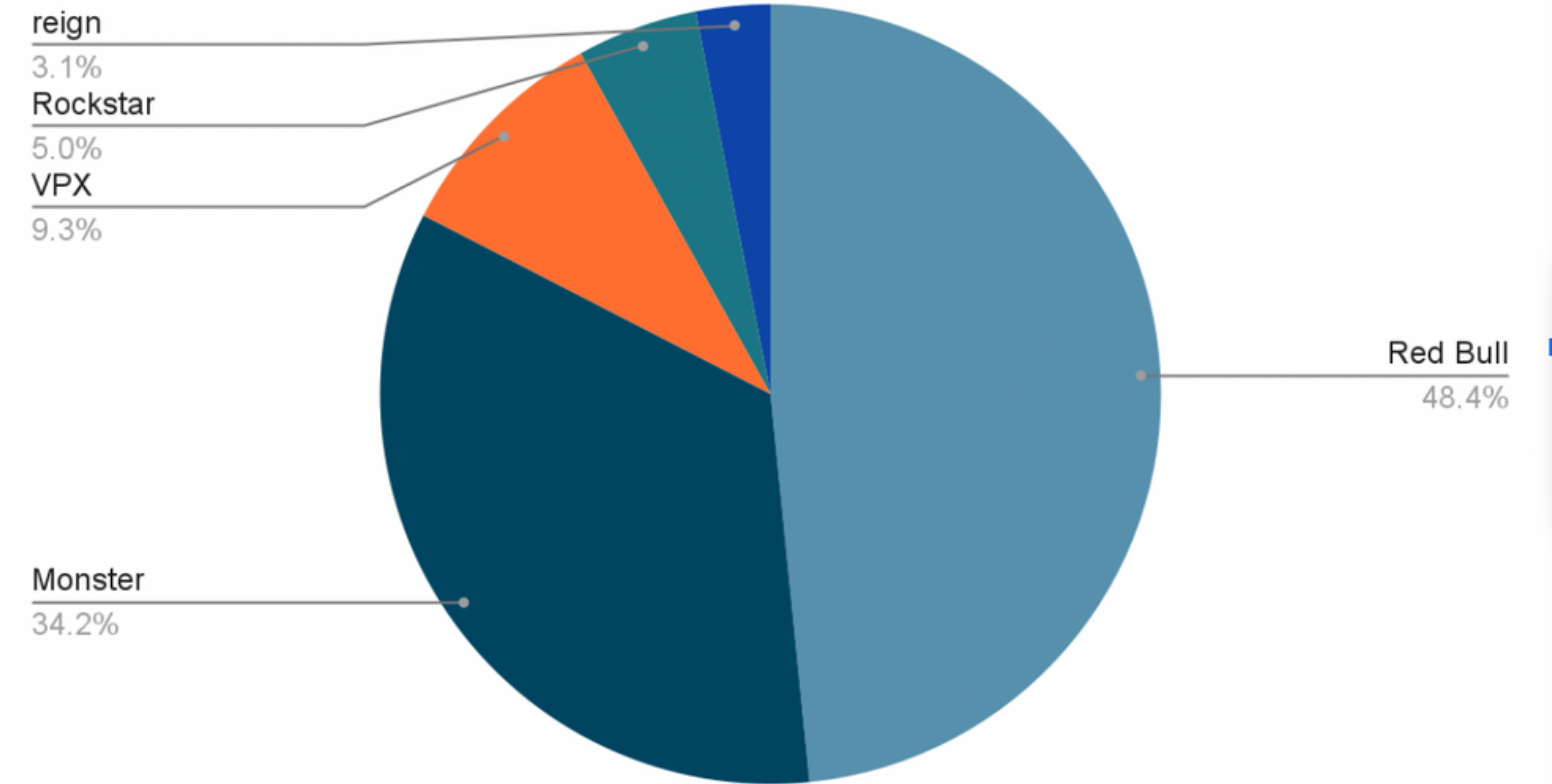
To measure the success of our campaign we will track the online searches for the brand, as well as the in-store purchases of our product. We will also evaluate the success of our campaign by tracking our share of social media and engagement, and the comments of consumers to gauge the public brand perception.

Market Share

Energy Drink Positioning map



Rockstar Market Share



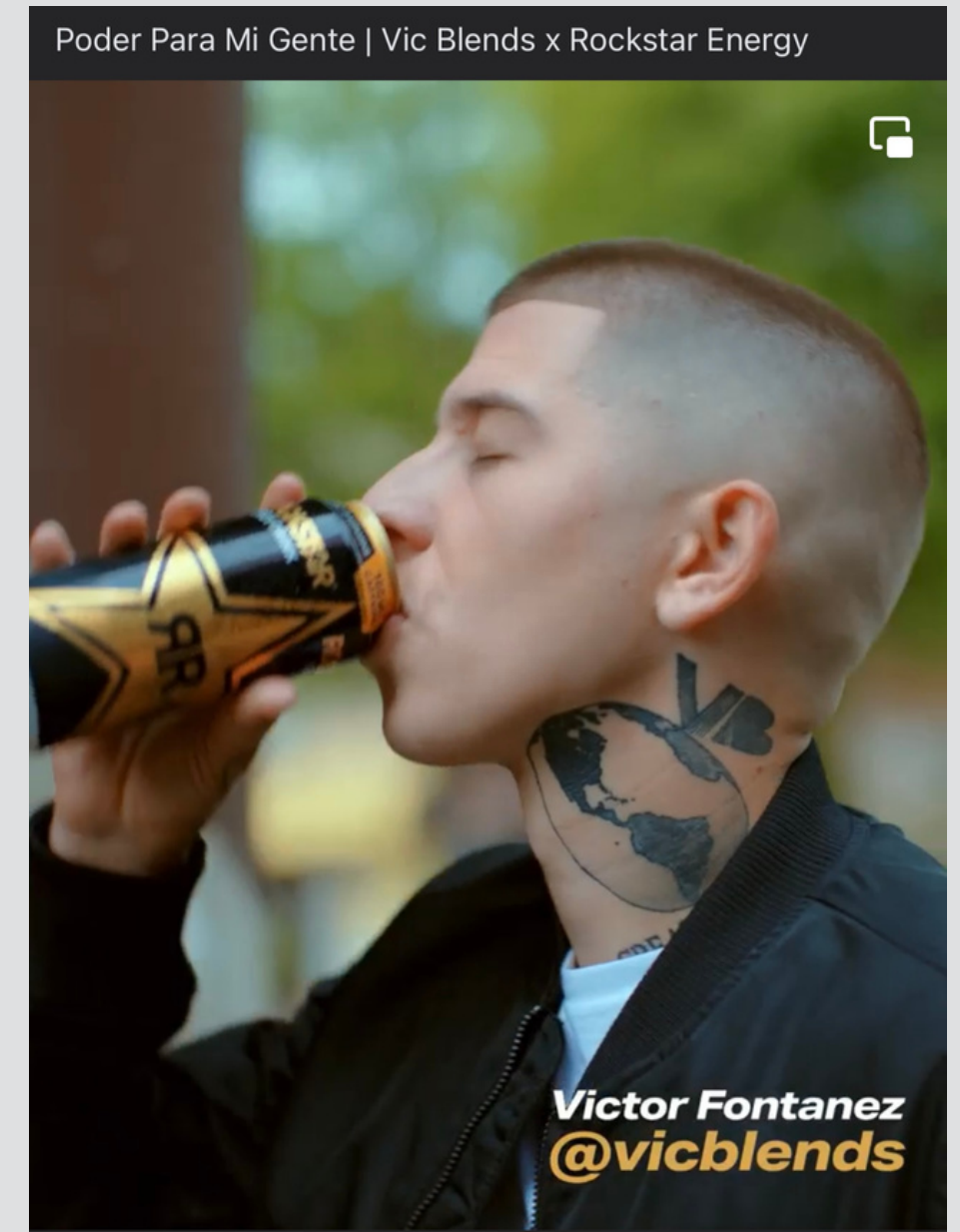
Best & Worst Ads of Rockstar



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

Our energy drink allows consumers to stay energized throughout their day, whether they are performing, competing, or going about their everyday lives.



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 accesible to reach by topics/demographics

Campaign #1 Flowchart

[illegible]

Campaign #2 Flowchart

[illegible]

Conclusion

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

