

Account Planning Course- Energy Drink Findings and Insights from Ethnographic Activities

The Ko-Walla Wallas



Pei-Hui Chang

(pc06c@fsu.edu)

Natalie Kates

(nck04@fsu.edu)

Kelsey-Lee Legassick

(kl04c@fsu.edu)

Phillip Crowe

(pac04e@fsu.edu)

Shaozhen Zeng

(zengshaozhen@gmail.com)

Purpose

- To determine insights about energy drink perceptions
 - Specifically towards Rockstar Juiced and key competitor Redbull

Top energy drinks (individual brands)				
CATEGORY	DOLLAR SALES (IN MILLIONS)	% CHANGE VS. YEAR AGO	UNIT SALES (IN MILLIONS)	% CHANGE VS. YEAR AGO
RED BULL	\$261,775,900	22.1%	73,014,010	12.5%
MONSTER	\$81,482,200	118.2%	33,575,910	84.5%
ROCKSTAR	\$66,544,100	76.1%	27,518,170	52.9%
FULL THROTTLE	\$40,489,760	131.9%	17,482,390	91.0%
SOBE NO FEAR	\$31,977,190	81.3%	13,125,460	58.2%
AMP	\$22,806,050	20.5%	8,912,370	21.9%
SOBE ADRENALINE RUSH	\$18,887,170	-7.5%	6,618,589	-17.5%
TAB ENERGY	\$11,445,890	N/A	4,221,840	N/A
MONSTER XXL	\$4,781,691	1,131.3%	1,786,674	1,073.3%
PRIVATE LABEL	\$4,692,075	N/A	4,132,957	N/A
CATEGORY TOTAL	\$596,580,600	47.8%	225,520,900	39.5%

Source: Information Resources Inc. total supermarket, drug and mass merchandise sales (excluding Wal-Mart) for the 52 weeks ending Oct. 8, 2006

Problems

- ❑ Energy drinks perceived as being unhealthy
- ❑ Lack of Rockstar Juiced brand awareness
- ❑ Increasing energy drink competition



Activity #1- Personification

□ If Rockstar Juiced were a it would be like

- Animal
- Musician
- Genre of Music
- Celebrity
- Song



□ Same questions were asked about Redbull to compare

Activity #1 Findings

- ❑ 3 students in home environment
- ❑ Rockstar Juiced Animals
 - Lion and Tiger (2)
- ❑ Rockstar Juiced Musician
 - Kid Rock (All 3)
- ❑ Rockstar Juiced Music Genre
 - Rock (All 3)
- ❑ Rockstar Juiced Celebrities
 - Carmen Electra, Dennis Rodman, and The Rock
- ❑ **INSIGHT:** Rockstar reminds consumers of 'living on the edge' or being a rebellious brand



Activity #1 Findings

❑ Redbull Animals

- Bull, bird, and gorilla

❑ Rockstar Juiced Music Genres

- Techno and Rap/Hip-Hop (2)

❑ Redbull Song

- “I’m like a bird” by Nelly Furtado

- ❑ Correlation b/w Redbull perceptions and ‘wiings’ ad campaign

❑ Redbull Musicians

- Snoop Dogg, Eminem, Flava Flav, Timbaland, Ying Yang Twins

- ❑ **INSIGHT:** Redbull reminds people more of rap/hip-hop while Rockstar is more like rock music



Activity #2- Sentence Completion

□ Questions include:

- Do you drink energy drinks?
- You drink energy drinks when.....
- After you drink energy drinks you feel
- The brand Rockstar makes you think of
- The flavor of Rockstar Juiced reminds you of

□ **Redbull** is chief competitor so we also asked:

- The brand Redbull makes you think of
- The flavor of Redbull reminds you of

Activity #2 Findings

- ❑ **3 students in home environment**
- ❑ All have tried energy drinks
- ❑ Reasons for drinking energy drinks are if they're tired, need to study, wake up early, or going out at night
- ❑ After energy drinks, they feel energetic and awake
- ❑ **Rockstar brand** reminds them of **clubbing**, a **rockband**, or **Grand Theft Auto III**
- ❑ **Redbull brand** reminds them of getting 'wiings'
- ❑ **Rockstar Juiced taste** is like **carbonated juice**
- ❑ In contrast, **Redbull taste** is more like **soda**

Activity #2 Findings

- ❑ **20 students at Strozier Library**
- ❑ Among 20 respondents, 25% had never tried energy drinks
- ❑ Most of the respondents thought energy drinks aren't healthy
 - They can help you to gain energy in a short time, but after that you will feel more tired and sleepy
 - Known as the 'crash factor'
- ❑ **1st Rockstar Recommendation:** It can differentiate itself as a healthier energy drink, which will attract more non-users who care about health

Activity #2 Findings

- Most respondents drink energy drinks when they are tired but still need to continue working, studying, or need energy for exercise
- **2nd Rockstar Recommendation:** It can focus on what it can give to the drinkers in its ad campaigns
 - Such as strength, energy, or feelings of power and success
 - This will attract consumers who lead a busy life and want to be successful
 - This will serve as an important touch/connection point between the Rockstar brand and consumers

Activity #2 Findings

- ❑ 50% of respondents drink Redbull
 - It reminds them of juice, silver bullet, Mountain Dew, and its commercial “Redbull gives me wiings”
- ❑ Compared with Rockstar, Redbull seems to be more popular and have a more positive image



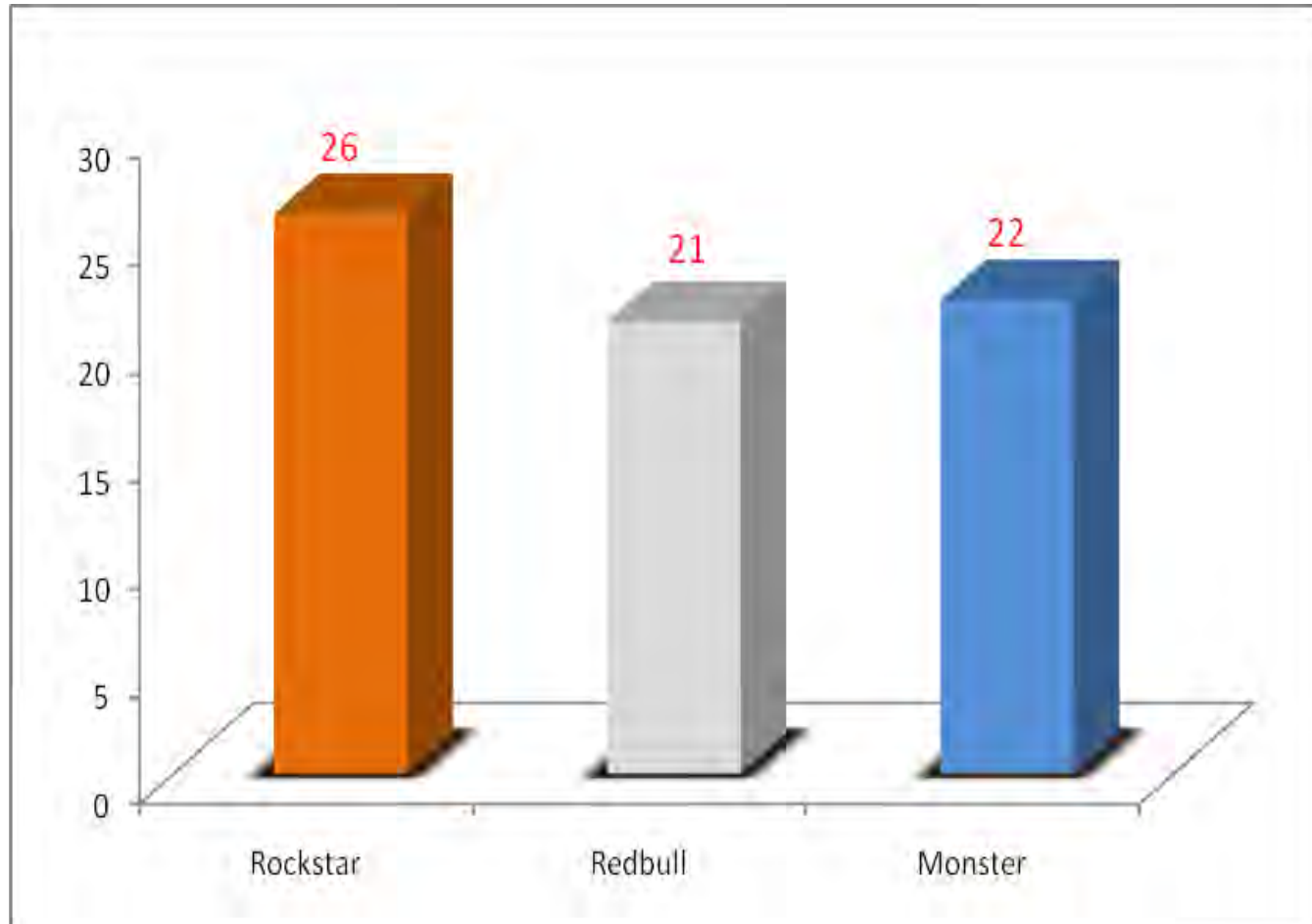
Activity #2 Findings

- ❑ 10% of the respondents drink Rockstar and it reminds them of people who party all night long
- ❑ **3rd Rockstar Recommendation:** Their slogan “party like a rock star” has some impact on consumers who know it
- ❑ The perception of Rockstar from consumers is related to long-time partying
 - In our research, nobody mentioned they drink energy drink for partying
 - ❑ Might have to do with library environment where interviewed
 - The main reason mentioned is to continue study or work

Activity #3- Blind Taste Test

- ❑ **11 non-energy drinkers at the Leach Center**
- ❑ **Blind taste test of Redbull, Monster, and Rockstar**
 - Every respondent tried three brands, but they don't know which was which
 - We assigned:
 - ❑ 3 points to the one they liked best
 - ❑ 2 points for the one they liked 2nd best
 - ❑ 1 point for their least favorite

Activity #3 Findings



Activity #3 Findings

- ❑ Results show that people who 1st try energy drinks tend to like Rockstar more than Redbull and Monster
 - Reflected by Rockstar rating highest on blind taste tests
- ❑ More people had previously tried energy drinks with the sentence completions
 - They said they liked Redbull more than the other two brands
 - In contrast with blind tests, respondents like the flavor of Rockstar more
- ❑ **4th Rockstar Recommendation:** Rockstar may be able to capture non-users' attention if it does free sample marketing
- ❑ Rockstar can also make more ads to increase brand awareness
 - Redbull's 'wiings' ads make brand much more well-known and liked
 - In contrast, Rockstar's "Party Like a Rockstar" slogan is much less known

Final Consumer Insights

- ❑ Energy drinkers want to feel alive and unstoppable
 - They use energy drinks as their 'fuel'
- ❑ Many non-energy drinkers perceive them as unhealthy
 - Rockstar Juiced can provide a healthier energy drink alternative that allows consumers to live and enjoy life to the max

