

You are a team of advertising executives in the marketing department of a soft drinks company, Swapps. The company is going to expand its portfolio of high-profile brands by launching its first energy drink. The energy drinks sector is very competitive and there is a lot of money at stake, so it is essential that the marketing campaign to launch this new product is dynamic and effective.

Hold a meeting with your colleagues to put together your complete marketing campaign. Discuss the categories below and decide on a strategy for each. Prepare to present your campaign to the board of directors.

1 Decide on the market.

Describe the typical drinker. What are they like? (Think about age, gender, interests, what is important to them.) What do they do for a job and in their free time? Why do they need an energy drink?

2 Decide on the name.

Suggestions for the name include: Tiger Teeth, Sharp, Kick, Hyper, Shark Bite, Black Wolf, Blue Monkey and Craze, but maybe you have better ideas?

3 Decide on the slogan.

It needs to be something short and catchy.

4 Decide on the packaging.

What should the can look like? What are the colours and what's the logo?

5 Decide on how to spend the budget.

You have a budget of €30m. Decide how you're going to spend the money.

6 Decide on the adverts.

What happens in the TV and cinema ads? What are the printed ads going to show?

Type of advert	Cost	
Prime-time TV ads on six major channels (two weeks)	\$20m	Which channels?
Whole page ads in ten magazines (three months)	\$5m	What kind of magazines?
Ads in all national cinemas (two months)	\$10m	
Whole page ads in five national newspapers (one month)	\$5m	Which newspapers?
Viral advertising (three months)	\$2.5m	Which sites?
Sponsor six major sporting events	\$5m	Which events?
Sponsor six other major events	\$5m	Which events?
Billboards in the ten largest cities (three months and across the whole city)	\$2.5m	
Free Samples to public in the ten largest cities (50,000 cans over three months)	\$2.5m	Which places – in the street, bars, clubs etc.?
Celebrity endorsement (two year contract)	\$5m	Who is it?