

Advertising goal

What is the campaign's goal?

To increase the number of consumers by 30 percent in the target demographic and inform secondary markets about the product

Client: key facts

What are some key facts about the client that might be of interest to consumers?

- Slick Energy Inc. of Dallas makes Slick energy drinks.
- In 2012, Slick Energy Inc. was recognized as one of the Top 5 New Companies to Work For by Texas Monthly magazine.
- The company's primary products are Slick energy drinks and Slick sports beverage.
- Slick Energy Inc. only sells its products in North America.
- Total revenues in the past fiscal year were \$8 million.

Product: key features

What is the product?

- Slick energy drink is a beverage that provides a quick boost of energy.
- Slick energy drink is packaged in 16 ounce aluminum cans.
- Slick energy drinks come in five different flavors.
- Slick energy drink only has 15 grams of sugar in a 16 ounce can, which is half of the sugar contained in the average energy drink.

What is the product's purpose?

- The purpose of Slick energy drink is to provide consumers with a quick boost of energy with natural ingredients, like taurine, and a smooth and satisfying taste.
- The product provides consumers with a less sugary alternative to consume caffeine.

What is the product made of?

- Every 16 ounce can contains 15 grams of sugar.
- Taurine, which is a natural way to lower exhaustion levels and improve endurance, is part of the Slick recipe.
- A miniscule amount of baking soda is included to give the energy drink a smooth taste instead of an overwhelming sugar taste.

Who and what made the product?

- Ingredients are purchased from the Sysco Corporation.
- Coca-Cola Bottling bottles and distributes Slick energy drink.
- Pat Smith, CEO, created the original Slick energy recipe. He was inspired by his mother to include baking soda, whose homemade sweet tea included the ingredient.

Target audience: demographics and psychographics

The target audience for these ads are men and women ages 18 to 24 who need extra energy for their busy and on-the-go lifestyle. Most of them are in college or have a demanding job where they need an extra boost to get through their day. A study released by the Food and Drug Administration in December 2012 reveals that teenagers and young adults consume an average

of 100 mg of caffeine a day. This number is one-third of the average amount of caffeine consumption among all age groups.

The average age of the target audience is 21. They have a relatively small discretionary income as only 50.7 percent of them are employed, according to the Bureau of Labor Statistics. Around 36.2 percent of them are enrolled in college, according to www.higheredinfo.org.

Most of them are connected to social media and own a smartphone. They like to spend time with their peers who influence their lifestyle choices and purchases.

Members of the target audience are busy and have a nonstop schedule. They make quick decisions. They will take help where they can get, especially if they're running low on energy but still have things to do. Not everyone in this group is health conscious but they are willing to try a healthy food or beverage. They tend to not be loyal to a brand. They like to try new things and give them a chance, especially if there's something in it for them.

What are the product's benefits?

- Slick energy drinks provide a quick boost of energy along with a smooth and satisfying taste.
- Slick energy drink provides the same amount of energy with half of the sugar of comparable beverages.
- Slick energy drink comes in five different flavors and is available at grocery stores, gas stations and vending machines across North America.

- Taurine, which naturally improves endurance, is one of the ingredients in Slick energy drink.

Direct competitors and brand images

What are the manufacturer's direct competitors, or who sells a similar product?

- Red Bull: The target audience recognizes this brand the most because of their interactive multimedia advertising. This brand also holds several competitions, such as Flugtag, throughout the year which engages the target audience.
- Monster: The target audience connects with this brand because it sponsor motocross sports, video game competitions and hard rock concerts. This brand has a striking visual identity with its unmistakable "M" logo.
- Rockstar: The target audience appreciates the variety of this brand as there are 23 different varieties. This brand also sells 24 ounce cans, which is 8 ounces larger than the average energy drink.

Indirect competitors and brand images

What are activities or other things that consumers could do or use instead that might compete with this product?

- Coffee: The target audience views this as a safer alternative for consuming caffeine. Some of the target audience also believes there are possible health benefits with regular consumption of this product.

- Soda: The target audience enjoys the convenience of this caffeine product. In recent years, the public has been wary of the large amounts of sugar in regular soda and the possible health risks associated with diet soda.
- Sleep: The target audience recognizes that this is the healthiest and most natural way to gain energy. The average person needs seven to nine hours of sleep each day to function properly. Members of the target audience may not have enough time to sleep enough each day.

Product brand image

1. What's the product's current brand image?

A majority of the target audience don't know that the product exists.

2. What is the desired brand image?

Slick is a recognized brand that both males and females can trust to get the energy boost they need.

3. What's the brand image challenge?

Not all of the target audience has awareness of this new product.

Strategic message: the promise

What message should the product send?

Slick provides you energy when you need it most, with a smooth and satisfying taste.

Supporting evidence: the proof

List any facts that support that message.

- Slick contains a miniscule amount of baking soda, which gives it a smooth taste.
- The taurine in Slick is a natural energy booster that improves endurance.

- Slick has half the amount of sugar compared to popular energy drinks of similar size.
- Slick comes in five different flavors so consumers have several options to choose from.

Need an extra boost without all the extra sugar?

Try Slick!

With only having half the sugar of other energy drinks, Slick gets you going with - out crashing later. The added power of taurine improves endurance so you can power through that finish line.



Goes down slick so
you can run smoothly.

Title: Busy Holiday Season Radio Ad

Client/Sponsor: Slick Energy Inc.

Length: 30 seconds

Air Dates: November 1—January 1

ANNOUNCER: disappointed tone (:04)	It's that time of year again. The leaves are falling and your to-do list is piling up.
SFX: Exaggerated sigh. (:01)	
ANNOUNCER: excited tone (:02)	Good thing you have Slick!
MUSIC: Beat from popular pop song. Establish, then under. (:01)	
SFX: Sounds of opening an aluminum can and pouring a liquid into a glass. (:02)	
ANNOUNCER: (:06)	Get things done with an energy boost from Slick. With taurine to improve your endurance and baking soda that gives a smooth taste, what are you waiting for?
MUSIC: Swells, goes under. (:02)	
ANNOUNCER: (:04)	Slick has only half the sugar of other energy drinks, so there's no crash later. Try Slick energy drink today!
ANNOUNCER: (:02)	Goes down slick so you can run smoothly.
MUSIC:	
(Fade, out at :29)	

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Title: All-Nighter Television Ad

Client/Sponsor: Slick Energy Inc.

Length: 60 seconds

Air Dates: October 15— December 15

CU—Analog clock on the wall, set to 1:00.
Pan down to calendar with Final Exam in big letters. (:05)

CU—Tired, baggy eyes that blink once. (:04)

MS—Student at desk with stack of textbooks and papers. Student plops head on desk. (:04)

WS—Student reaching in fridge and grabbing a can of Slick. (:05)

WS—Student furiously writing at desk. (:03)

MS—Student stops and takes a drink out of the can of Slick and sets it back down. (:10)

CU—Slick can sitting on stack of textbooks and papers. (:03)

MS—Student concentrating and then writing furiously. (:11)

WS—Student throws pencil down on the floor (:02)

WS—Holds up the piece of paper. (:02)

CU—Drawing of Slick can on the paper. The illustrated can morphs into a real one. (:09)

FADE TO BLACK AT :59

RT—:59

MUSIC:

("The Final Countdown," by Europe, plays.
Establish, then under)

ANNOUNCER:

We've all been there.

There's no need to suffer anymore.

Grab a can of Slick and get the energy you need ...

... to get things done.

With half the sugar of other energy drinks,
you don't have to worry about crashing later.

The natural power of taurine in Slick
improves your endurance so you can burn the
midnight oil.

MUSIC:

Abruptly stops.

ANNOUNCER:

Why not give it a try for yourself?

Goes down slick so you can run smoothly.

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Scene: 1 Shot: CU



“The Final Countdown,” by Europe, plays.

Scene: 2 Shot: CU



We’ve all been there.

Scene: 4 Shot: WS



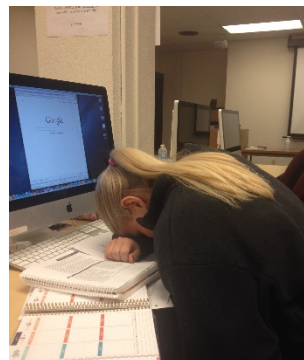
Grab a can of Slick the energy you need ...

Scene: 1 Shot: CU



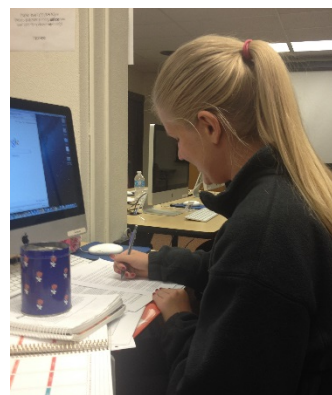
“The Final Countdown,” by Europe, plays.

Scene: 3 Shot: MS



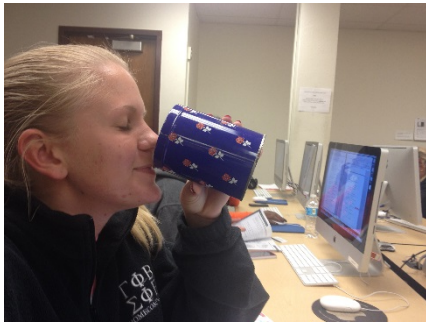
There’s no need to suffer anymore.

Scene: 5 Shot: WS



... to get things done.

Scene: 6 Shot: MS

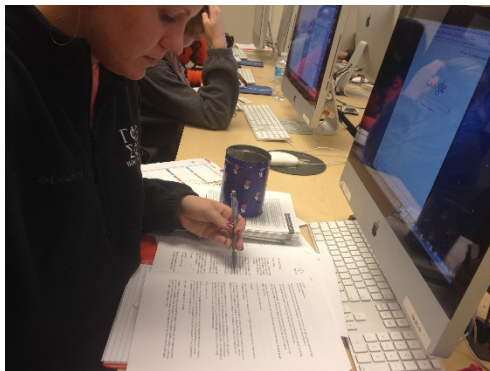


With half the sugar of other energy drinks, you don't have to worry about crashing later.

Scene: 7 Shot: CU



Scene: 8 Shot: MS



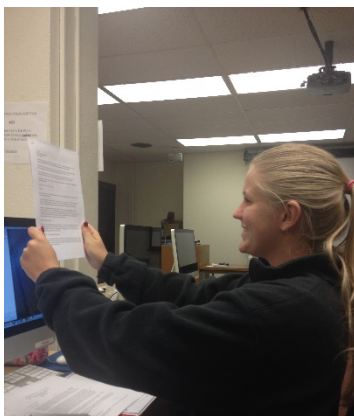
The natural power of taurine in Slick improves your endurance so you can burn the midnight oil.

Scene: 9 Shot: WS



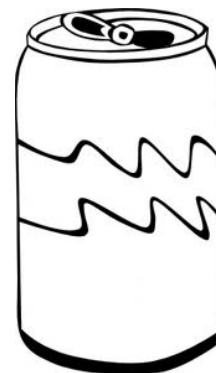
Music abruptly stops.

Scene: 9 Shot: WS



Why not give it a try for yourself?

Scene: 10 Shot: CU



Goes down slick so you can run smoothly.

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