

Product: Shock Organic Energy Chews

Client: STATIC Energy

Advertising goal

What is the campaign's goal?

To introduce the STATIC Energy's newest product, organic energy chews! The product is the first to feature the company's intent to move to a more natural and healthy image.

Client: key facts

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

STATIC Energy focuses on providing energy products for athletic people. It offers a range of products, varying from sports drinks to aftercare vitamins. The company has recently made a move to become all natural and organic. The first product to feature this change, Shock Organic Energy Chews, will go on sale Dec. 1, 2013.

Product: key features

What is the product?

Shock Organic Energy Chews are to be eaten immediately before or mid-strenuous athletic activity to improve the athlete's stamina during a workout. The energy chews have a liquid filling and chewy exterior. There are three flavors: red berry, tropical and green machine. Each contains the same essential vitamins, which are all from natural sources.

What is the product's purpose?

Shock Organic Energy Chews serve to provide energy and essential vitamins to athletes that improve stamina and provide the extra boost to make it to the end of an exercise. In each re-

sealable package there are five chews; the package is small and convenient for the on-the-go athlete. The chews are to be eaten either immediately before or up to the halfway point of an exercise, providing the same amount of energy that a meal would.

What is the product made of?

Shock Organic Energy Chews are all natural and organic. The primary recipe in each flavor is fruit. Red berry contains a mixture of strawberry, raspberry and cherry. Tropical contains a mixture of banana, pineapple and melon. Green machine contains a mixture of apple, kiwi and grape.

Who and what made the product?

STATIC Energy, one of the major players in athletic energy products, makes Shock Organic Energy Chews. The chews are produced in the same city as the company's headquarters, San Jose, Calif. More than 80 percent of the fruit in the chews are grown organically in California.

Target audience: demographics and psychographics

Who is the target audience?

The target audience of STATIC Energy with its move to organic, specifically with Shock Organic Energy Chews, is all-natural athletes.

How would you describe them?

These people's primary focus is health, both physical as well as dietary. They are between 18 and 35 years of age. They are middle class to upper class, and most all have a gym membership. They frequent the athletic scenes: marathons, triathlons, bicycle races and strenuous hiking trails. They eat healthily and prefer no artificial elements to their diets.

What are the product's benefits?

The packages of the energy chews are designed with athletes in mind; the chews are easy to grab

and take along with any exercise. They provide the energy required to endure strenuous exercise without compromising the health preferences of the target audience.

Direct competitors and brand images

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

Gatorade's G-series energy chews, Honey Stinger organic energy chews, PowerBar performance energy blasts, Cliff energy bloks. Each have one unique thing about them. PowerBar performance energy blasts are filled with liquid. Honey Stinger chews are organic. Shock Organic Energy Chews combine both of those aspects, differentiating it from the others.

Indirect competitors and brand images

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

Some athletes prefer sport drinks, which provide both energy and hydration. They are not, however, as easily transported. Other athletes will plain a strict diet with specific meals fit for exercise, which does not provide the same convenience as Shock Organic Energy Chews.

Product brand image

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

Recent reviews of STATIC Energy products have brought to surface that while the company's line of energy products provides the vitamins and energy for strenuous exercise, there are many chemicals and artificial additives that are not healthy. This has decreased sales and brought STATIC Energy to make its move to organic and natural.

2. What is the desired brand image?

Natural, organic, healthy. STATIC Energy plans for its newest product, to be followed soon with other organic products, to reverse recent opinions of the company. With this new image, the

company hopes that customers will see STATIC Energy's adapting to customer preferences.

3. What's the brand image challenge?

The main challenge for STATIC Energy will be to convince disheartened customers of the company's change to organic and all-natural. The challenge is to make two-way communication apparent; customers have spoken and this is the company's response.

Strategic message: the promise

What message should the product send?

The new product should send the message of the company's new brand image: organic and all-natural is the future of STATIC Energy.

Supporting evidence: the proof

List any facts that support that message.

1. Shock Organic Energy Chews are the first all-natural product of many that are to come from STATIC Energy.
2. The three flavors, red berry, tropical and green machine, are each 100 percent organic and all-natural.
3. The new product is a direct response to recent customer response.

Title: Common Sense!
Client/Sponsor: STATIC Energy
Length: 30 seconds
Air Dates: Dec. 1–Jan. 30

SFX: Sound of alarm beeping, slowly getting
louder and more alert

NARRATOR:

Time to wake up already? I'm too tired for this.
What excuse can I make up to skip the marathon
today?

SFX: Poof noise

CONSCIENCE:

Bill? This is your conscience. We can't keep
doing this lay thing. And lying? We're better than
that.

NARRATOR:

But. This bed. So comfortable!

SFX: Poof noise

COMMON SENSE:

Hey bud. This is Common Sense, again. Get out
of bed; I bought Shock Organic Energy Chews
for us yesterday. Let's show this marathon
who's boss.

MUSIC: Chariots of Fire Theme Song

NARRATOR:

Be static shocked! Try STATIC Energy's new
Shock Organic Energy Chew's today!

Title:
Client/Sponsor: STATIC Energy
Length: 60 seconds
Air Dates: Dec. 1–Jan. 30

CU–Woman sleeping, mouth wide open on pillow, snoring. Alarm clock in upper right corner of screen (:07)

MS–Woman rolls over, looking uninspired for the day (:10)

PT–Lens moves to the right, revealing a side table with STATIC Energy’s Shock Organic Energy Chews, glowing (:03)

CU–Energy Chews, woman’s hand slowly reaching for them and then shocks her (0:03)

Chyron–(large font covering entire screen):
STATIC Energy’s new Shock Organic Energy Chews (0:06)

CU–Hands grab work-out clothes out of dresser (0:02)

CU–Hands tie shoelaces (0:02)

CU–Hands apply deodorant (0:02)

SFX:

Alarm clock beeping, slowly increasing in volume

ANNOUNCER:

Getting out of bed for your marathon today is proving to be a bit difficult, huh? Is it that you’re still sore from training, or that you’re not interested in this morning’s protein shake?

...What are those?

SFX:

Electric shock sound

ANNOUNCER:

STATIC Energy’s new Shock Organic Energy Chews give you the charge to get moving.

SFX:

For every hand movement there is a swoosh sound

WS—Woman lines up among other runners at the front line, gets in position for the start, begins running (0:08)

Chyron—(left-justified on right side of the screen): There are three flavors, red berry, tropical and green machine. The chews are fruit based and jam-packed with vitamins to improve your stamina. (0:09)

CU – woman running, looking energized and accomplished, with electrified hair

ANNOUNCER:

Shock Organic Energy Chews are all-natural but still provide the energy you need to get through your exercise. Before your start or on the go, STATIC Energy will help you through.

There are three flavors, red berry, tropical and green machine. The chews are fruit-based and jam-packed with vitamins to improve your stamina: B6, D and C.

ANNOUNCER:

Be static shocked; try STATIC Energy's new Shock Organic Energy Chew's today.

STATIC ENERGY



be static shocked

STATIC Energy's newest product, Shock Organic Energy Chews, is changing the face of the entire company! Finally, healthy fitness meets a healthy diet with none of the hassle! These new energy chews will get you through your workout,

shocking you with how much energy you'll feel. The all-natural and organic ingredients will keep you from second guessing your choice. Don't forget to grab Shock Organic Energy Chews for your next workout for before or on the go!

References

Marsh, C., Guth, D.W., & Poovey Short, B. (2012). Strategic Writing in Advertising. In Strategic writing: Multimedia writing for public relations, advertising and more (3rd ed. pp. 119-164). Boston: Pearson.

Photo. (2012, June 27). Women in Defense to Hold 3rd Annual Walk and Run. *Lexington Park, the Leader*. Retrieved Nov. 19, 2013, from <http://lexleader.net/women-defense-3rd-annual-5k10k-walk-run/>.