



**AGENCY CONTACT:** Jarinna, Devon, Marissa, Jade, Abigail

**CLIENT:** Alani Nu

**CLIENT CONTACT:** Dr. Monahan

### **BACKGROUND:**

Alani Nu was founded by entrepreneur, trainer, and influencer by Katy Hearn in 2018. The company was created due to the problem of there being a lack of trustworthy supplements on the market. Hearn spent several years working with women across all the world to build relationships stemmed upon honesty and respect. She was determined to build a brand that met all the needs of these women.

### **OBJECTIVE:**

Create a campaign to drive the sales of Alani Nu energy drink. The creative should be based upon consumer research and have a unique spin/message. The ad should show how Alani Nu differentiates from competitors.



### **ASSIGNMENT:**

Create an IMC campaign for Alani Nu's line of energy drinks.

## **TARGET AUDIENCE:**

Today's active girl who is looking for something to sip on the way to her workout class. She's the occasional coffee drinker but looks for something sweeter and low in calories before a workout. She lives in a world where other alternatives to caffeine do not have the same feeling before an exercise.

## **COMPETITION:**

**Celsius** is another low-calorie energy drink option with about 10 calories per can. The original contains 200mg of caffeine per 12 fl oz can derived from green tea extract and Celsius heat contains 300 mg.



**Red Bull** is an energy drink with a harsh taste. It tends to have a lot more calories (The 12oz can has 168 calories each) with 80 mg of caffeine. Red bull also has taurine which is a type of chemical used for energy production.



**Coffee** and **Tea** would also be other options that consumers may turn too as well. They are widely available and can be found in various forms, from home-brewed to specialty coffee shops. The average 8 oz cup of coffee has between 80-100 mg of caffeine.



**Monster Energy Drinks** is an energy drink containing 160 mg of caffeine with around 27g of sugar. Monster energy drinks have a powerful taste that tends to be a bit strong or harsh. Monster also has taurine and guarana which are harmful to consume in large amounts. They also have a wide variety of flavors making it more appealing to some consumers.



### **CONSUMER INSIGHT:**

“When I need energy, I want a pick-me-up that won’t make me feel guilty.”

### **PRODUCT POSITIONING**

For those who need a jolt of energy before their workout class. Alani Nu offers 200mg of caffeine per 12 fl oz can, improving overall energy levels. The variety of flavors offered gives their customers long-lasting energy with a great taste that is light and airy. With Alani Nu Energy, you can have energy for any workout class you desire.

### **BIG IDEA**

“Upgrade Your Energy”

### **REASON TO BELIEVE**

Alani Nu does not include sugar or other vitamins and minerals. Each 12 fl. oz can include 200mg of caffeine. Typically, the can has 1-2 hours' worth of energy. Alani Nu is the better option since it doesn't have as many harsh chemicals or sugars that make you feel guilty.

### **TONALITY**

High energy, bubbly, young, trendy

### **CREATIVE CONSIDERATIONS**

- Create an advertisement.
- Must show the person drinking the product.
- Show where the product may be available.
- Show the company website at the end.
- Copyright line, legal information.

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