

Analysing the promotion mix strategies in boost energy drinks marketing essay

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Boost is a nutritional energy drink, especially for children. Boost is positioned as an energy drink. The tagline “ Boost is the secret of my energy” has remained a blockbuster all through the years. The tagline has highest recall among the TG. Boost is also the first Health Food Drink brand to be endorsed by a celebrity. It was launched in 1977 in India.

It was the first company to promote its product through some celebrity. The first brand ambassador for Boost was the cricketer Kapil Dev in 1986. Sachin Tendulkar became the brand ambassador with his Debut in 1989. Virender Sehwag joined in 2002. Mahendra Singh Dhoni became the brand ambassador in 2008.

The brand changed its tagline to “ Boost is the secret of my energy” to “ Boost is the secret of OUR energy”

The company also started a game “ Boost the band” created by Propoganda that features a band that needs a boost to keep them going throughout their set. This strategy boost the sales as game cited that players must keep them awake by helping them drink Boost.

There were continuous innovations done by the company so as maintain a continuous & improved brand image of the brand “ BOOST”

It was the first brand to launch in this segment to have developed a “ Shrink-sleeved” packaging & for this innovation the brand was given a World Star Award.

The strategy of the company behind these promotional tools is just to make a differentiating image in the minds of customer about the product Boost.
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This also will make the consumers aware about the product & they will be encouraged to buy the product. Moreover, in today's scenario, children have become the decision makers at the time of purchase of these items, so they have been targeting them by different advertisements showing their favorite cricketers promoting the product. All factors from improved packaging to continuous improvement in the product helped them make one of the successful brands in the energy drink market.

Q. 3 Which strategy out of Pull or Push is used and why?

Ans. BOOST has been using push strategy for selling the product into the market. The company is now currently working on developing a consumer creative strategy to push the interaction between Boost and its growing consumer audience.

Boost was the first brand to introduce yellow granules in its formulation & to continue its innovativeness. Moreover the company is also listed on the New York & London Stock Exchanges. Boost is also the Official Energy Drink of Rajasthan Royals (Cricket Team in IPL). Company has also set uniform pricing strategy in every parts of the country.

These all things done by the company prove that the company wanted to excel in their brand & push the brand into the market. Their target market is very much children which want that the drink they are drinking should contain nutrients which should develop their body, so in that case also Boost advertising campaigns make a place for themselves in their minds. This brand truly gives the image of a drink for the growing athletes. And this has

been cited in their print-ads & as well as the television advertisements being aired by the brand.

They have used push strategy to promote their product because of the intense competition in the market by different brands such as Red Bull, Maltova, Complian etc., so to create a differentiation for their product in the minds of customer they use the push strategy.

Q. 4 Critically Appraise the Promotional strategy of your selected brand.

Ans. I think that the promotion strategy for “ Boost” as a brand was excellent as they have been able to make a place for themselves in the tough competitive market. It is this promotion strategy only that in taking world’s preview Boost has come up with a market share of 13% in the energy drinks market.

They have used all types of promotion tools i. e. television, print ads, posters (with celebrity endorsing the brand) etc. & thus have differentiated from the competitors. And not only promotion is done by the company, the company is being providing with continuous improved product to its customers. In every promotion they are just promoting the energy level the product is possessing & how it will help the children persue the same by consuming the product.

There strategy also is the best as they were the first in making their endorsement of the product through celebrities such as Sachin Tendulkar, Virender Sehwag, M S Dhoni etc. & thus making the brand trustworthy & credible in the eyes of the parents too. This strategy of the company <https://assignbuster.com/analysing-the-promotion-mix-strategies-in-boost-energy-drinks-marketing-essay/>

changed the overall prospect of the brand. With that they were providing different variants of the product, i. e. with power boosters & yellow granules in a new improved packaging, this helped in the effective advertising of the brand as now they were able to cite these features also through their promotions.

The company's print ads were also giving the image that this brand is for the growing athletes as they reflect true sporting image & showed that with this much energy you can run over each & every sport. Some of the print ads are as follows:

1. This print ad is citing the tennis court & the boost is giving message that it gives unstoppable energy to play the sport.
2. This print ad shows the boundaries of cricket field & with the consumption of Boost, the player has hit the ball out of the ground for a huge sixer.

So these were some creative print ads being published by the brand to make it successful in the market & these ads prove that the promotion strategy was utmost good for any type of a brand. They have understood the market, their needs & accordingly position their product making it a distinct & a useful brand for the consumers.