

Monster energy drink target audience and company objectives



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Consumer Behavior Monster Energy Target Market Because the energy drink is still portion of a new and underdeveloped industry. the energy imbibe mark market is different than in some of the other drink industries. Monster energy drinks have become a really popular. "hip" portion of society. but the market at which they are aimed is non as broad and expansive. or diverse. as some might believe. Early in energy drink history. when they were foremost being sold in the United States. jocks were the primary consumers.

This shows that even ab initio energy drinks were directed at a select crowd. a group of people with specific involvements. Although the consumer base for energy drinks has now expanded beyond that of merely jocks. the mark market is still more peculiar than in other industries. When believing about the energy imbibe mark market. it is of import to see who is most receptive to the purported effects of the drinks. Although everyone is susceptible to the weariness of the super-charged. over-worked life style. immature people are particularly vulnerable to relentless exhaustion and deficient energy.

This group of people. more specifically male adolescents and people in their 20s. are besides most likely to believe in the veracity of the energy drinks' claims. As a consequence. the bulk of energy drinks are developed for and advertised to this younger coevals. In add-on to concentrating on a specific age group. many energy drink companies are even more sole in their selling attempts. pitching their merchandises and advertisement to appeal to really specialised groups. such as gamers. utmost athleticss partisans. and the hip-hop crowd. The effects of this accent on such a mark market can be seen in the advertisement runs of the energy drinks.

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Many of the names of the drinks, such as Monster LoCarb entreaty to these specific consumers and the selling schemes that revolve around patronizing public events or famous person endorsements reflect this focal point. The design and packaging of many energy drinks besides relates to the market. Although the energy drink industry presently caters to a really specific market, as it continues to turn and develop, it is likely that marketing attempts and the focal point consumer base will be more diverse and expansive.

The Monster Energy Drink, distributed by Monster Beverages Co., utilizes concentrated aiming as a selling scheme. Strong publicity schemes including merchandise hand-outs by immature attractive sellers in powerful trucks blaring music are common ways The Company promotes in metropoliss. The Company besides uses Ricky Carmichael, a motocross fable, to back their merchandises. 40 pes postings are used to aim motocross fans which are a major market for Monster Beverages Co. (Murr, 2006). Other effectual advertizements include utilizing high contrast, recognizable postings in retail shops and high energy, adrenaline rushed Television ads.

Advantages of concentrated selling include concentration of resources, better run intoing the demands of the market audience, and strong placement. Disadvantages include sections being excessively little or altering, and big rivals such as ruddy bull to more efficaciously market to niche. Harmonizing to Rodney Sacks, CEO, the market audience is 18 - 25 twelvemonth old males (Murr, 2006). This market is focused on a merchandise which offers an

energy encouragement. so any audience that is involved in athletics. or high endurance activity is a clear mark.

The green claw Markss resemble epinephrine. power. and testosterone. attach toing its slogan. " unleash the monster within" . High schools and colleges are clear niches for these high energy markets. The demographics for the mark market for Monster energy drink are: Major Cities 18-25 twelvemonth olds Males Athletes/ High endurance activities Income? in-between category Harmonizing to the 2000 nose count. there are about 10 million males who fall under Sacks' audience of 18 - 25 twelvemonth old males. But I believe the mark market is spread outing to be much wider than that including adult females and older work forces.

Judging by the effectivity of free press release publicities in hot locations such as South beach. Florida. I see a mark market of males and females ages 12 - 35. Harmonizing to the nose count this figure is around 80 million (US Census Bureau. 2007) . Hansen's Monster Energy drinks offer elephantine doses of caffeine and sugar in large black tins adorned with neon-colored claw Markss. The chilling packaging. plus a bevy of extreme-sports sponsorships. places Monster as an high-strung option to Red Bull in the fast-growing. \$ 2 billion a twelvemonth energy-drink market.

Monster's motto: Unleash the animal. " Monster has surely energized Hansen. The company has seen its gross revenues more than double since it introduced the trade name in April. 2002. Last twelvemonth. Hansen earned \$ 20 million on gross revenues of \$ 180 million. up from merely \$ 3 million of net incomes on gross revenues of \$ 80 million in 2001. Gross saless about

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doubled. while net incomes quadrupled. in this year's foremost one-fourth. Those consequences helped Hansen gain the No. 26 topographic point on BusinessWeek's one-year ranking of Hot Growth Companies. Monster Objectives Hansen has jolted the Monster trade name with a dosage of guerilla selling.

Teams of Monster ambassadors" give out samples of the merchandise at concerts. beach parties. and other events. The company besides sponsors motocross. surfboarding. and skateboarding competitions. Hansen representatives in black Monster vans supplement the company's web of 300 independent distributers by piecing shop shows and restocking specially designed racks in convenience shop ice chests. Hansen now owns an 18 % portion of the energy-drink class. harmonizing to the trade publication Beverage Digest .

While Red Bull remains the leader with about half of the market. Hansen's energy-drink gross revenues increased 162 % last twelvemonth — more than three times Red Bull's growing rate. A little subset of consumers is traveling wild over these drinks. " says Beverage Digest editor and publishing house John Sicher. Hansen is truly siting a tiger. " It's a jungle out at that place. though. Coca-Cola Co. ([**KO**] (. . /javascript: % 20void % 20showTicker (' KO'))) is advancing its new Full Throttle energy drink.

PepsiCo Inc. ([**PFE**] (. . /javascript: % 20void % 20showTicker (' PFE'))) is marketing energy drinks under its SoBe and Mountain Dew trade names.

And independent enterprisers have elbowed their manner in with merchandises such as Rockstar and FUZE Mega Energy. Every month we pick

up a new merchandise or two. " says George Kalil, who runs an independent bottling company in Tucson. Sacks estimates that the energy-drink class is turning 50 % a twelvemonth and that there's room in the market for everybody. These are the new soft drinks of the universe. " he declares. Sacks and Schlosberg are fending off the onslaught by diversifying.

They've launched Joker, an energy drink sold entirely in Circle K convenience shops, and Rumba, a caffeine-laced juice drink designed to be a forenoon pickup. And they introduced Monster Assault, which comes in a black-and-gray disguise can that says Declare war on the ordinary! " It's a motto that could depict the juiced-up scheme of this formerly sleepy drink participant. It is evident that Monster has become a major participant in the energy drink market. We hope to be the figure one pick of energy drinks among consumers.