

CREATIVE BRIEF INZOMBIAC

Brain Liquids, LLC.
Introduction to InZombiac Energy Drink

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Market Research, Creative Brief, Logo, Symbol and Tagline.

BACKGROUND:

Brain Liquids LLC is a startup company attempting to break into the energy drink market with its flagship energy drink product "inZombiac". It is a prepackaged liquid drink. The product name is "inZombiac". The initial Tagline is "*Double tap your brain*", an homage to the only sure way to stop a zombie.

Brain Liquids LLC attempts to appeal to the young gamer, heavy/dark music lifestyle and binge-watching movie enthusiast demographic.

Because the company is new to the market, it brings a fresh perspective to the market. Additionally, its focus on a specific niche allows the company to better cater to the gamer audience.

The company's weakness is that it is a small company compared to its competitors and lack of brand diversity.

The opportunity for the company is that it is poised to take advantage of the national interest in zombie culture. The energy market is increasing and there are opportunities to expand in to Asian and African markets.

On the other hand, the energy drink market is highly saturated so the company is entering a highly competitive market of national brand with a variety of energy drinks.

OVERVIEW:

The aim is to design a brand that appeals to the late-night binge watchers, gamers and fans of the heavy metal scene. To set the brand apart from those currently existing in the market, the strategy is to make the brand available in store and places frequented by target audiences. To create a sense that the detrimental is fashionable.

DRIVERS:

To capture 5% of the US energy drink market in 1 year

To expand the product line within 2 years

Recoup 85% of start-up costs within 1 year

Create a drink that won't induce an outbreak of acne for the consumer and gain their trust as a company

AUDIENCE:

Audience:

- Primary Audience
 - Male
 - Ages 18-35
 - Gamers, binge-watchers, metal heads
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- Secondary audience
 - College student
 - Ages 18-28
 - People desiring to stay up late but maintain focus

COMPETITORS:

Primary Competitors: Red Bull, Monster, RockStar, Nos, and Arizona.

Logos:



Taglines:

Red Bull: "Red Bull gives you wings"

Monster: "Unleash the Beast"

Rock Star: "Party like a Rock Star"

Nos: "You only live NOS"

Arizona: unknown

These competitors use social media ads to communicate with their audience. They also sponsor big events promote big events. InZombiac will use the same modes of communication, but will also add promotions through gaming events and retail stores.

TONES:

- Adventurous, indestructible
- Mysterious, alert, laser focused people
- Target gamers committed to staying up until the battle is won.
- The idea is to fight the zombie not feel like a zombie.

MESSAGE:

The primary message is to help individuals get through a late night alert and focused. If you find yourself feeling like zombie, including the inability to function throughout the night, being unemotional and merciless, and virtually indestructible, then drink this.

The single most important thing is that it this drink that will help you get through a long night. Therefore, it helps you perform tasks with ease.

Our audience is offered the "one up" they need to win against other gaming competitors. It offers the confidence in winning with a focused and alert mind.

VISUALS:

We will be representing InZombiac with dark colors, preferably blacks and blues, greens and purples.

DETAILS:

Our deliverables will be research on the product and its competitors. Project details will be outlined in the Creative Brief. Once approved, the logo and the tagline will be branded.

PEOPLE:

Designers will report to Elizabeth Montgomery, Marketing Director- Brain Liquids, LLC. Mr. Green Jeans will be approving the final design. Weekly meetings will be held with Ms. Montgomery to update process.