



CREATIVE BRIEF

Project: Propel Sports Drink (all flavors)

OVERVIEW

Propel sports drinks have long been associated with athletes and athletic activity. They currently hold a position in the top five preferred athletic drinks among recreational and non-professional athletes.

There has been an increased popularity of vitamin enhanced water drinks among active young adults age 18-24 who may not be involved in recreational athletics. Consumers of these water drinks look for nutrition supplementation, energy boosters, energy sustenance, hydration and antioxidants. All of these benefits are found in Propel, but because of its long association with athletics, it is often overlooked by this demographic.

Propel has recognized the need for a promotional campaign to increase awareness of their product to this market. The campaign's main purpose is to reposition the Propel brand in the minds of the target audience.

TARGET AUDIENCE: Active young adults 18-24 male and female

NEW BRAND POSITION: Propel is not just for athletes. Drinking Propel has benefits for maintaining good health and supplementing nutrition with vitamins, energy boosters and sustainers, antioxidants and hydration.

Benefits of propel are important to those with an active lifestyle

Healthier than soft drinks

Stimulant free. Safer than energy drinks.

Athletes already familiar with propel should use it throughout the day, not just when working out or competing.

TACTIC: Propel is seeking recommendations for tactical delivery of the new brand positioning.

Propel is open to, but, not limited to magazine advertising, newspaper advertising, other periodicals, online banners positioned on affiliate sites, outdoor advertising

OBJECTIVES:

Short term. Drive consumers to website (creative domain name) with incentive (prize, coupon, free product etc)

Long term. Continual, repeat business after education and introduction to Propel as a healthy supplement to an active lifestyle.