

MONSTER

A lifestyle in a can



Monster VISION



Mission Statement:

To provide the best energy supplement to our consumers and fuel them with MONSTER energy.

Company Vision:

Started in 2002 by Hansen Natural, Monster Energy Company was built around offering a lifestyle to its consumers, rather than just an energy drink. Hansen believed that every person should have the opportunity to live out their dream, no matter how extreme. Monster Energy Company makes every effort to turning dreams into a reality.

"In short, at Monster all our guys walk the walk in action sports, punk rock music, partying, hangin' with the girls, and living life on the edge."

-Hansen Natural

Monster ARMY

Monster Energy Company works with a group of athletes, bands, and a selected group of "Monster Girls" in its effort to create "the next generation of pros." By sponsoring and promoting these figures as well as giving fans a chance to meet and interact with the VIPS, the company has successfully pushed forward in its vision to create an extreme reality for its consumers.



Monster is way more than an energy drink. Led by our athletes, musicians, employees, distributors and fans, Monster is...

A lifestyle in a can.

MONSTER

Design Strategy

Color Scheme:

Monster uses black, green, and white in all of its promotional and communication materials. The black background sets the intense, "monster-like" tone. The green accents give it a more masculine, sporty look which is exactly what Monster is trying to convey.

Monster Logo:

The green "M" logo used on all Monster products symbolizes a tear made by the claws of a "monster." This "M" style of font is used throughout all company materials.

Fonts/Phrasing:

Along with the "M" logo, Monster uses an entire font style made up of this same type of monster tear. The extreme looking font focuses is used to target young men, more so than women. The aggressive style of language that Monster uses throughout its materials is another key giveaway of its focus in targeting young men.



UNLEASH THE BEAST

MONSTER

Products

Monster Expansion:

The flavor and design of the original Monster energy drink, offered in 2002, set the stage for the young company in an increasingly competitive market. Over the past 11 years the company has been able to add four new product lines, including Java Monster, Extra Strength, Import, and Rehab, with a total of new 26 new flavors.



Monsterous PRESS

The New York Times

Monster Energy Drink Cited in Deaths

By BARRY MEIER
Published: October 22, 2012

Five people may have died over the past three years after drinking Monster Energy, a popular energy drink that is high in caffeine, according to incident reports recently released by the [Food and Drug Administration](#).

“Investors seem to think that this report could be the straw that breaks Monster's back.”

--Huffington

BUSINESS

Deaths Allegedly Linked to Monster Energy Drinks Are a PR Nightmare

Oct 26, 2012 4:45 AM EDT

Allegations that its highly caffeinated drinks caused several deaths is a PR debacle for Monster Energy, which denies the claims. Can the company beat the bad press? Eliza Shapiro reports.

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Negative Publicity

In October of 2012, Monster was sued by the parents of a 14 year old girl who died of cardiac arrest. They said this was a result of “caffeine toxicity” after drinking only two Monster energy drinks within 48 hours. After this came to light, four more deaths were linked to Monster.

Although the company denied all claims and the FDA could not prove that Monster was directly related, this negative publicity took a severe toll on their stock market and overall reputation. The Monster stock price plummeted more than 14 percent only a few hours after the news got out.

ANALYSIS & Recommendations

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Recommendation #1

The company makes it very clear that Monster is not just an energy drink, but a representation of a certain lifestyle. The company focuses on this “extreme” lifestyle so much to the point that the company website does not contain one sentence explaining the quality of the drink.

With the types of accusations Monster is dealing with, it would be a good idea to put information on the website that explains the value of the beverage. Part of the company mission statement is “to provide the best energy supplement.” After reading public reviews, there is much controversy between the ingredient that is being called a supplement in the drink. This ingredient would be a good item to point out in promotions.

Recommendation #2

After analyzing all of Monster’s communication materials, I have noticed that the target market is very narrow, aiming at younger athletes and musicians, specifically men. However, I feel as if Monster might be coming off too young in its attempts to impress these groups. For example, the company website says, “What kid dreams about landing a 9 to 5 job? We all dreamed about being pro athletes, musicians and living the life.” This type of communication could both seem immature to the market you are trying to pursue, but more importantly it could offend those who do not necessarily fall into that category but still love the Monster energy drink.

ANALYSIS & *Recommendations*

UNLEASH THE BEAST

in order to better reach the target market of “extreme” young men, Monster should minimize the immature communication techniques and focus on how the product can benefit that market in their extreme field of work. Answer the question, “How will the energy providing from the the product help them succeed?”

Recommendation #3

The overall brand message pushes women out of the picture as potential consumers by not acknowledging that they exist continually referring to “the guys.”

For example, the company website says, “In short, at Monster all our guys walk the walk in action sports, punk rock music, partying, hangin’ with the girls, and living life on the edge.”

This sentence relates back to the previous recommendation in that fact that this blunt statement completely ignores the fact that women athletes and musician exist. This type of sentence will make females feel like they should not drink Monster because they do not want to seem manly, trying to “hang with the girls.”

