Brand name: DefCon

Slogan: “Pop it, Gulp it, Feel it… Energy, I worship thee”
Branding Strategy

The brand name DefCon comes from the U.S. military term - defense readiness condition (DEFCON) – and is basically the measurement of force readiness and alert levels. The term was chosen because it is widely recognised and associated with heightened urgency; something we want to offer with our energy drink.

The inspiration behind DefCon’s branding strategy is based on the methods Red Bull used to successfully advertise their product. In the early years, and continuing to the present, Red Bull made sure consumers were well aware of their brand. According to Biz/ed, Red Bull applied various methods such as using vehicles as mobile displays and giving out free cans to people on the street (Biz/ed, 2010).

Our approach to DefCon’s branding strategy will also be starting out at the grass roots level. Before our product launch we will be recruiting mainly university students as volunteers to scatter stickers of our logo everywhere they go. We are aiming for them to target bars, pubs, park benches, lecture halls, bus stops, and train stations – basically anywhere they go; we want them to stick our logo. By doing this, we are first of all arousing a lot of curiosity for our product and consumers will begin to recognise our logo and brand name everywhere. Secondly, this method brands DefCon as a cheeky product. Having students scatter our stickers everywhere makes DefCon look like a trouble-making product – the bad boy of energy drinks. Hopefully this will appeal to the youthful and wild crowd – specifically the market DefCon is targeting.

Coinciding with our product launch, we will be having free sample shots the following venues:

- Gyms
- Local sports events
- Uni campus – during exam times
- Music festivals
In regards to the music festivals, we are aiming to have DefCon’s presence at all the major events. According to Future Music Festival’s official website, the event regularly gathers tens of thousands of fans, each year, in cities like Adelaide, Melbourne and Sydney. We will be setting up stalls selling exclusively DefCon energy drinks, but will also have a mascot and representatives giving people free shot samples. We aim to have DefCon present at these events in 2010:

- **We Love Sounds** - Canberra, Perth, Sydney, Brisbane, Melbourne, Adelaide
- **Future Music Festival** - Melbourne, Sydney, Brisbane, Adelaide, Perth
- **Splendour in the Grass** - Woodford, QLD
- **Parklife** - Adelaide, Gold Coast, Melbourne, Perth, Sydney

We will also be making our online presence a top priority for DefCon’s branding campaign. It will be through the latest social networking sites that we make DefCon a known product. Not only will we have our official website, where customers can obtain all the information they need, we will set up profiles at the following sites:

**Tumblr** – this will be our blogging platform where we use a wide range of media to promote DefCon. We will also set it up so that users can send in photos of themselves with DefCon, which we can potentially turn into a competition. The top 5 photos will win a ticket to a specific music festival.

**Twitter** – this will be our microblogging platform where we send out daily or even hourly updates concerning our product.

**Facebook** – this will our main networking platform. It is on Facebook where we will provide extensive updates on our branding campaign, network with as many people as possible, and get DefCon’s name out there.

Another online feature of our branding campaign will involve the website 'Energy Drink Ratings'. It is a highly targeted website that is devoted to providing users with information, reviews and ratings on a wide range of energy drinks. Having DefCon’s presence on the website will undoubtedly increase consumer awareness, not to mention the advertising opportunities that exist.
During DefCon’s product launch, we will provide ‘Energy Drink Ratings’ with a written advertisement, an image of the product as well as links to our multiple websites.

In addition to DefCon’s online presence, we also want our branding strategy to involve various sponsorship deals. Our priority is to develop sponsorship relations with local sporting teams such as basketball, soccer or rugby. The sponsored teams will be provided with our energy drinks at their games and their uniforms will feature our logo. This idea is a prominent feature in grassroots marketing and according to Virtual Advisor, Inc “sponsorships of everything from local baseball teams to non-mainstream musical events have been sought by marketers looking to carry their brand into the customer’s backyard” (Virtual Advisor, Inc 2009).

The development of DefCon’s brand strategy has always been underlined by the question “what is your reason for existence in your chosen market-other than the fact that you want to be there?” (Poole, 2007) DefCon’s Unique Selling Proposition (USP) lies in its range and diversity of its energy drink. We have different types of DefCon, each one containing different levels of caffeine, and thus, different levels of energy. The three categories are:

**DefCon 3** – this will be less concentration of caffeine, the energy last longer but the rush is less intense and comes slower. This is recommended for long bouts of slow-burning energy activities such as studying for an exam.

**DefCon 2** – this will be a balance between long-lasting energy and the energy rush. This is recommended as a substitute for your morning coffee.

**DefCon 1** – this will be a high concentration of caffeine, the stamina doesn’t last as long but the energy kick you feel will be insane. This is recommended for consumers going to music festivals or other high energy events.

These three levels of stamina and energy is what differentiates DefCon from its competitors.
Written Advertisement

This will be our main written copy that we will distribute to 'Energy Drink Ratings' as well as on our printed flyers.

“Whether you’re anxiously cramming for your yearly exams, typing away at 2 in the morning trying to finish that work project, jumping up and down in the mosh pit, sitting at the poker table for 8 hours a day – DefCon has what you need.

Available in 3 different types – DefCon tailors to whatever it is you’re doing.

Pop it, Gulp it, Feel it… Energy I Worship Thee”
SWOT Analysis

According to Mike Morrison, Managing Director at RapidBI, a SWOT Analysis is a “planning tool used to understand the Strengths, Weaknesses, Opportunities and Threats involved in a project or in a business. (Morrison, 2008)” Below is a SWOT Analysis of DefCon Energy Drink.

**Strengths**

- DefCon brings a unique approach to the energy drink market by way of variance in its caffeine concentration levels
- We’ve set up a strong online presence with a wide range of social networking sites
- Our brand is recognised throughout Australia and our logo is simple yet effective
- DefCon is most commonly associated with sports and high energy events, which was exactly the image we were hoping for.

**Weakness**

- Red Bull still controls a major percentage of the energy drink market. According to Bevnet, Red Bull had 42.6% of the energy drink market in 2006, 35.2% in 2007 and 40% in 2008 which the remaining percentages were distributed among 14 other products. (Bevnet, 2009)
- DefCon is only available in Australia so far and has no chance of competing with Red Bull and other major energy drinks on a global level

**Opportunities**

- Our presence at music festivals, strong online presence gives us a platform to go global. There are opportunities to expand to NZ first and then Asia.
- We also want to expand into the alcohol-mixer scene. Just like Red Bull has a strong association with vodka, we want to mix DefCon with another spirit.

**Threats**

- There might be health concerns about the sugar content and caffeine levels, especially with...
- New products from competitors may very well duplicate our ‘three-type’ range and that would mean our product is no longer differentiated from other energy drinks.
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