



Strawburst Edge

Feel the Burst. Own the Edge.

By, Ally Boyer



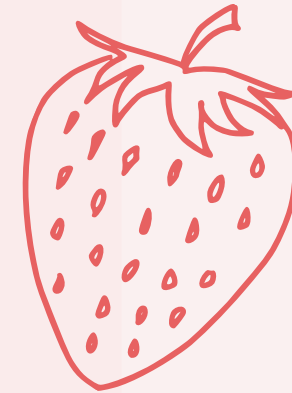
Personality



I'm Ally, a bold, spontaneous, and adventurous person who loves the thrill of life. My motto is "Work hard, play hard," and I embody living life on the edge. I stay active during the week with workouts and push myself in everything I do, but come the weekend, I thrive on excitement, fun, and social energy. I love exploring new places, being impulsive, and sharing these experiences with others. My drink, "Strawburst Edge," reflects who I am—it's crafted for those who give their all during the week but live for the thrill of fun and adventure.

Product

"Strawburst Edge" is a bold and flavorful strawberry electrolyte drink designed for people who push boundaries—whether you're working out, dominating your weekday, or living life to the fullest on the weekends. Packed with natural electrolytes and supercharged nutrients, this drink fuels your energy so you can work hard, play harder, and always live on the edge.



Product

The packaging for Strawburst Edge is a sleek, cylindrical bottle in vibrant pink, with a strawberry exploding with juice. The name "Strawburst" is printed in bold, playful letters. The overall design is eye-catching and reflects the bold, energetic nature of the drink.



Ingredients



Strawberry Juice (Organic, for natural sweetness and flavor)



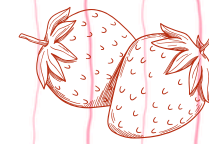
Coconut Water (for hydration and electrolytes like potassium)



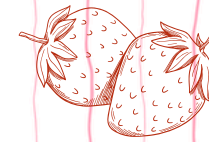
Himalayan Sea Salt (natural sodium for balanced electrolytes)



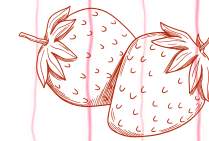
Magnesium & Calcium (essential for muscle recovery and energy)



L-Carnitine (boosts energy metabolism)



B Vitamins (for sustained energy)

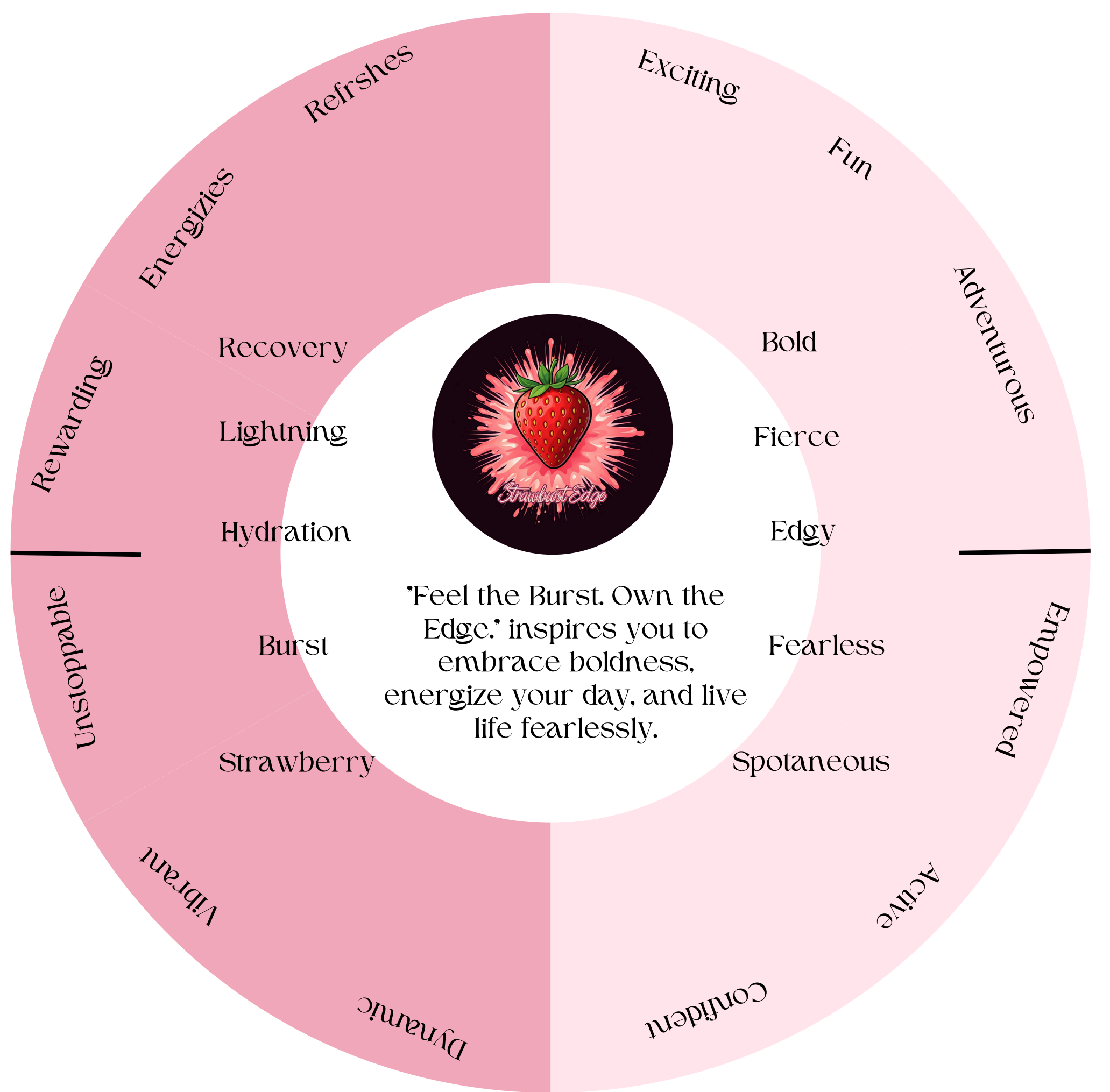


Natural Caffeine (from green tea extract)



Lemon Juice (aids in digestion)

Brand Wheel



Marketing Strategies

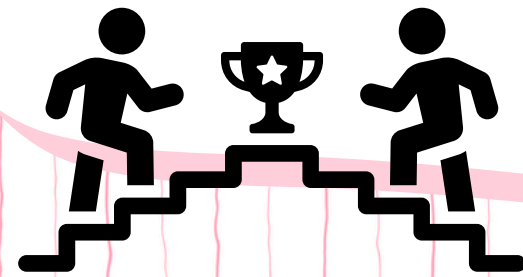
Consumer:

Active, social young adults (18-30) who work hard during the week and enjoy an active social life on the weekends. College students, young professionals, and fitness enthusiasts will resonate with this product.

Category/Trends:

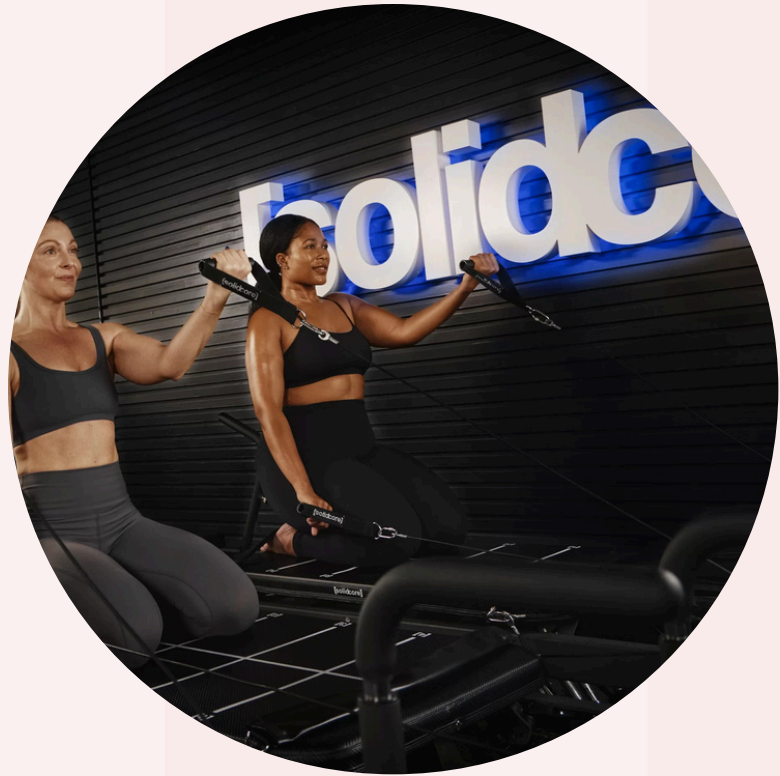
Electrolyte and energy drinks. Health-conscious consumers looking for natural, low-sugar, flavorful drinks. The rising trend of functional beverages for both fitness and lifestyle purposes.

Competition & Pricing



Competition: Brands like Gatorade, BodyArmor, and Liquid I.V., which focus on hydration, but none directly cater to both active and social lifestyles.

Pricing: Pricing: \$2.50-\$3.00 per bottle (competitive with other functional drinks like BodyArmor or VitaCoco).



Experimental

Event Activation:

The Strawburst Solidcore collaboration will be an engaging workout class hosted at solidcore locations in Miami. This event will resonate with our target audience, offering a unique combination of fitness, fun, and brand promotion.

Set up:

We will set up a station at the entrance for attendees to bring Strawburst Edge into their workout. The class will start with a brief introduction highlighting Strawburst Edge's unique features and benefits for an active lifestyle. High energy will be maintained throughout the workout with a curated playlist, motivating participants to push their limits. There will be reminders during class to hydrate with Strawburst Edge. At the end, each individual will collect a goodie bag with a sample of Strawburst Edge, coupons, and promotional materials.

Media

Investment/Integration

- Digital: Focus on Instagram, TikTok, and YouTube with influencer partnerships (fitness influencers, travel bloggers, and lifestyle creators).
- TV & OOH: Feature vibrant, high-energy ads on TV networks targeting fitness and lifestyle audiences. To maximize visibility, we'll utilize billboards and digital screens in high-traffic areas near gyms, universities, and nightlife districts in Miami. Locations such as South Beach, Brickell City Centre, and near the University of Miami will be ideal spots to target our core demographic. The OOH ads will feature bold, eye-catching graphics and concise messaging that communicates the essence of the "Work Hard, Play Hard" campaign, inviting passersby to participate in the challenge and try Strawburst Edge.

PR Strategy

We will launch the "Work Hard, Play Hard" challenge on social media, aiming to engage our audience and position Strawburst Edge as the essential beverage for those who balance intense workouts with exhilarating social lives. This challenge invites consumers to creatively showcase how live life to the fullest—whether they are pushing their limits at the gym, enjoying outdoor adventures, or celebrating spontaneous moments with friends.

Media

Off-Premise Programming (In-Store)

We will create eye-catching displays in grocery stores like Winn-Dixie and Milam's Market, as well as fitness centers such as LA Fitness and Anytime Fitness in Miami. We will use branded case cards that showcase Strawburst Edge's nutritional benefits, alongside recipe cards that highlight its versatility for pre- and post-workout hydration or fun mocktails for the weekend.

On-Premise Programming (Other Sales Locations)

We will position Strawburst Edge for sale in gyms like Equinox South Beach, fitness studios such as Pure Barre and SoulCycle in Coral Gables, and nightclubs like LIV and Elleven in South Beach. We will promote Strawburst Edge as both a recovery drink and an energizing boost for weekend adventures. In gyms and studios, offer special discounts for members. In nightclubs, highlight Strawburst Edge as a refreshing, low-calorie mixer for cocktails or a standalone energy drink to keep the fun going.

Thank You!



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