

Creative Brief: New Flavor Launch



Product: Monster Energy Passion Surge energy drink (Passionfruit flavor)

Launch Date: April 22, 2025 (Earth Day)

About Our Consumer

Our target audience is Gen Z and Millennials, ages 18-30, who embrace the active, social and high-energy lifestyle. This audience enjoys opportunities for expression including adventure, sports, music, art, gaming, etc. This audience seeks brands that align with their social values, most notably eco-conscious values. While Monster has a strong male customer base, this campaign aims to reach more women in this age range.

Where We Want The Ad

Monster Energy is best known for its experiential advertising and will focus primarily on high-traffic OOH activations with social media advertising to support. OOH ads and/or events should draw in-store attention and build excitement around the exclusive launch. Social media channels – including Instagram, TikTok, X and YouTube – should feature promotional and recap content that supports the OOH activations.

What We Want Consumers To Do

The campaign has three main goals:

1. **Drive awareness and excitement** for Passion Surge as a new and exclusive flavor available at Target.
2. **Position Monster Energy as a sustainable brand** by promoting its eco-friendly initiatives.
3. **Boost social media engagement and brand loyalty** by inspiring consumers to interact with engaging social media buzz surrounding the launch.

Why The Ad Is Necessary

This ad is essential to push Monster Energy's image as a lifestyle brand with a more eco-conscious identity that resonates with today's environmentally aware consumers. While the brand remains a leader in the energy drink market, there is pressure from changing consumer demand. The ad should create a purpose-driven connection to the brand for our target audience. This opportunity is a moment to shift perceptions, **particularly among women**, and to differentiate Monster Energy from competitors by emphasizing sustainable practices.

Campaign Headline – “Pulse for the Planet”