



**SPORT SHAKE**  
THE ORIGINAL ENERGY MILK SHAKE





## The Product

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# The product

## What is Sport Shake?

- Sport Shake is **The Original Energy Milk Shake** made with REAL milk
- It Replenishes the body with essential nutrients like:
  - Protein – 18% of RDA\*
  - Carbohydrates – 15% of RDA\*
  - Calcium – 30% of RDA\*
  - Potassium – 13% of RDA\*

\*Recommended daily allowances

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# The product

## What is Sport Shake?

- Sport Shake is the high performance sports beverage and nutritious energy boosting snack made from real dairy.
- It combines the delicious flavor and smooth creamy texture of a shake with the protein, vitamins and minerals an active body needs.
- Sport Shake is the real dairy power shake that will get you through your day and carry you to the finish line.
- Delivers a healthy long-lasting ENERGY to enhance performance without added stimulants like caffeine, taurine or guaraná.

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# The packaging

Serving Size: 8 oz.

Units Per Case: 12

Flavors: Vanilla, Chocolate, Strawberry

Sport Shake is packed in luminous and colorful aluminium 8 oz aluminium cans that capture the attention of consumers



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# The benefits

## Product Advantages

- ✓ Available on top preference flavors (Vanilla, Strawberry, Chocolate)
- ✓ Nutrients packed
- ✓ Dairy approved
- ✓ Non-carbonated
- ✓ No caffeine, taurine or guaraná added
- ✓ Shelf-stable and portable!

## Consumer Benefits

- ✓ Excellent taste
- ✓ Pre/Post Workout
- ✓ Quick and Convenient Energy Source
- ✓ Meal Supplement
- ✓ Nutritious Snack

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# The market opportunity

Recent market research studies conducted in the US have shown there is a tremendous market business opportunity in the energy and sports drink category.

The category has grown up to 130% since 2010 according to the analysis made by Mintel\*, the world's leading market intelligence agency, and it is estimated in \$1.83 billion dollars by august 2015\*.

Another study conducted by Simmons Market Research\*\* indicated an usage rate of 62% among young people between the ages of 18 to 24 years old and specifically quoted **“New opportunities for a unique milk-based energy beverages clearly exist.”**

\*[www.mintel.com](http://www.mintel.com)

\*\*[www.simmonssurvey.com](http://www.simmonssurvey.com)

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# Consumer Demographic Profile Overview

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# The consumer profile

To define a consumer profile, the company contracted the services of Spectra (a General purpose computer database management software) and the key insights of the investigation regarding the variable **Lifestyle** were the following:

- Sport Shake aligns well with all FAMILY Behavior stages and especially well with Older Bustling Families with children with ages higher than 6 years old, and with a head of home (HOH) under and over 40 years old. **(Refer to Chart 1)**
- Household demography reflected high acceptance on hispanic people. **(Refer to Chart 2)**
- On the matter of leisure activities the sport shake consumer enjoys travelling, sports and attend to rock concerts. **(Refer to Chart 3)**
- Sport Shake consumers enjoy listening to rock music as well as adult contemporary music. **(Refer to Chart 4)**

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# The consumer profile –Chart 1

Total Sport Shake Dollar Volume							
BehaviorStage	LifeStyle						Total
	Cosmopolitan Centers	Affluent Suburban Spreads	Comfortable Country	Struggling Urban Cores	Modest Working Towns	Plain Rural Living	
<b>Start-Up Families</b> HHs with Young Children Only <6	105	132	145	118	119	100	120
<b>Small Scale Families</b> Small HHs with Older Children 6+	150	147	153	143	137	115	139
<b>Younger Bustling Families</b> Large HHs with Children (6+), HOH <40	157	213	185	126	168	147	166
<b>Older Bustling Families</b> Large HHs with Children (6+), HOH 40+	176	190	188	130	177	166	175
<b>Young Transitionals</b> Any size HHs, No Children, <35	70	85	81	58	79	70	72
<b>Independent Singles</b> 1 person HHs, No Children, 35-64	58	61	48	48	57	55	55
<b>Senior Singles</b> 1 person HHs, No Children, 65+	43	20	29	31	28	29	30
<b>Established Couples</b> 2+ person HHs, No Children, 35-54	105	114	111	93	115	104	108
<b>Empty Nest Couples</b> 2+ person HHs, No Children, 55-64	78	93	89	100	96	87	90
<b>Senior Couples</b> 2+ person HHs, No Children, 65+	61	67	58	71	67	60	63
<b>Total</b>	94	117	110	87	98	90	100

Source: Spectra BehaviorScope™ 60-Microsegment Framework/EnLighten 06B  
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High: 110-129

Very High: 130+

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# Demographic Report

Detail

Total Sports Shake

Household Demography

Demographic	Nation %	TtlSprtShk Pct	Index
<b>Number of Persons</b>			
1 Person	26.2	14.4	55
2 Persons	32.6	26.6	82
3 Persons	16.9	20.2	120
4 Persons	14.1	20.9	148
5+ Persons	10.8	18.2	168
<b>Householder Age</b>			
18 - 24	5.2	5.5	107
25 - 34	16.2	17.8	110
35 - 44	20.9	29.1	139
45 - 54	21.3	25.4	119
55 - 64	15.6	12.7	81
65+	20.9	9.1	43
<b>Race</b>			
White	73.2	72.5	99
Black	11.3	9.8	87
Hispanic	10.0	12.7	126
Other Races	5.5	5.5	100
<b>Age and Presence of Children</b>			
Children < 6	8.4	9.1	108
Children 6 - 17	20.2	30.8	152
Children < 6 & 6 - 17	7.3	12.9	178
No Children	64.1	46.8	73
<b>Housing Tenure</b>			
Owned Housing	66.7	69.2	104
Rented Housing	33.5	30.8	92
<b>Householder Education</b>			
Grade School	7.5	7.3	97
Some High School	12.1	13.2	109
High School Graduate	27.0	27.4	102
Some College	27.4	27.0	99
College Graduate	25.8	25.4	98

**Sport Shake consumer demographics skew strongly towards:**

- Male and Females age 18-54
- 3+ person households
- Strong Hispanic Influence
- Presence of Children age 6-17

**The consumer profile – Chart 2**

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# The consumer profile – Chart 3

## Best Products

Reference: Nation

Product: Total Sport Shake Consumer (weighted)

### Leisure Activities

The Total Sport Shake consumer enjoys travelling, different sports and attend to rock concerts.

Rank	Product	Total Penetration	Index
1	Sports(Bowling)(2-3 Tm/M) Part.In p12m***	0.57	134
2	Sports(Racquetball)(<1 a Month) Part.I12m***	0.44	134
3	Sports(Softball)(Once a Week) Part.I12m**	0.77	133
4	Truck/Trailer Rental(Someone Else)Wh Dc Rnt Co**	1.08	133
5	Sports(Racquetball)Part.In Past 12 Months**	1.43	133
6	Sports(Baseball)(2 or More Tm/Wk) Part.I12m***	0.73	131
7	Travel- Domestic(Water Skiing)Act on Vacation***	0.58	129
8	Spt&Rec Equip- High Ticket Items(Hcky Eq Own)*	1.40	129
9	Sports(Snowboarding)Part.In Past 12 Months**	1.34	129
10	Thm Prk(Wlt Dsn Wrld(FI): Blizzard Bch)Vst/I12m***	0.73	129
11	Sports(Hockey)Part.In Past 12 Months**	0.94	129
12	Sports(Basketball)(Once a Week) Part.I12m**	1.08	128
13	ThmPrk(WltDsnWrld(FI):TyphoonLagoon)Vst/L12m***	0.54	128
14	Sports(Softball)(2 or More Tm/Wk) Part.I12m***	0.58	128
15	Sports Events- Attend(<1 a month)Ice Hockey	3.16	127
16	Sports(Soccer)(<1 a Month) Part.I12m**	0.77	127
17	Sports(Baseball)( <1 a Month) Part.I12m*	1.54	127
18	Leisure Act(Attend rock music prfrmnce)Part I12m	9.33	126
19	Sports(Volleyball)(<1 a Month) Part I12m**	1.10	126
20	Sports(Rock Climbing)(<1 a Month) Part.I12m***	0.57	126
21	Theme Parks(Six Flags Magic Mt Ca)Visited I12m***	0.92	126
22	Sports(Boating-Power)(2-3 Tm/M) Part.In p12m***	0.83	126
23	Sports(Roller Bldn/ln)Line Skating) Part.I12m*	2.93	126
24	Leis Act(Cllctna - Sot Trda Crd)Other Act End ln	3.82	126

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Full Report in attached Excel sheets



# The consumer profile – Chart 4

## Leisure Activities (Music Listening)

The Total Sport Shake Consumer enjoys Rock music along with Adult Contemporary and Classic Hits

## Best Products

Reference: Nation

Product: Total Sport Shake Consumer (weighted)

Rank	Product	Total Penetration	Index
1	Radio Formats(Alt/Modern Rock)Radio Formats	9.73	132
2	Radio Formats(Rock)Radio Formats	11.56	130
3	Radio Formats(Classic Hits)Radio Formats	3.91	125
4	Radio Formats(Classic Rock)Radio Formats	10.74	122
5	Radio Formats(Adult Contemporary)Radio Formats	18.35	121
6	Radio Formats(CHR/Rock)Radio Formats	19.22	114
7	Radio Formats(Soft Contemporary)Radio Formats	6.30	111
8	Radio Formats(Sports)Radio Formats	4.13	110
9	Radio Formats(All Talk)Radio Formats	4.03	109
10	Radio Formats(Country)Radio Formats	21.15	109
11	Radio Formats(Spanish)Radio Formats	5.09	108
12	Radio Formats(Religious)Radio Formats	5.90	108
13	Radio Formats(Golden Oldies)Radio Formats	11.32	105
14	Radio Formats(All News)Radio Formats	5.59	102
15	Radio Formats(Jazz)Radio Formats	4.34	100
16	Radio Formats(Urban Contemporary)Radio Formats	12.43	98
17	Radio Frmt(News/Talk without Bus News)Radio Frmt	11.50	96
18	Radio Formats(Easy Listening)Radio Formats***	0.63	89
19	Radio Formats(Public)Radio Formats	2.95	88
20	Radio Formats(Classical)Radio Formats	3.79	86
21	Radio Formats(Ethnic)Radio Formats***	0.62	85
22	Radio Formats(Adult Standards)*	2.51	84
23	Radio Formats(Black Gospel)Radio Formats*	2.15	83

Full Report in attached Excel sheets





# The Marketing Challenge

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# Sport Shake Strategic Positioning Elements

## Positioning Statement

*“To young people looking to dominate their game, Sport Shake is the only delicious **endurance** milk shake that provides a convenient, **long-lasting natural fuel** for peak performance because it replenishes your body and mind throughout the day”*

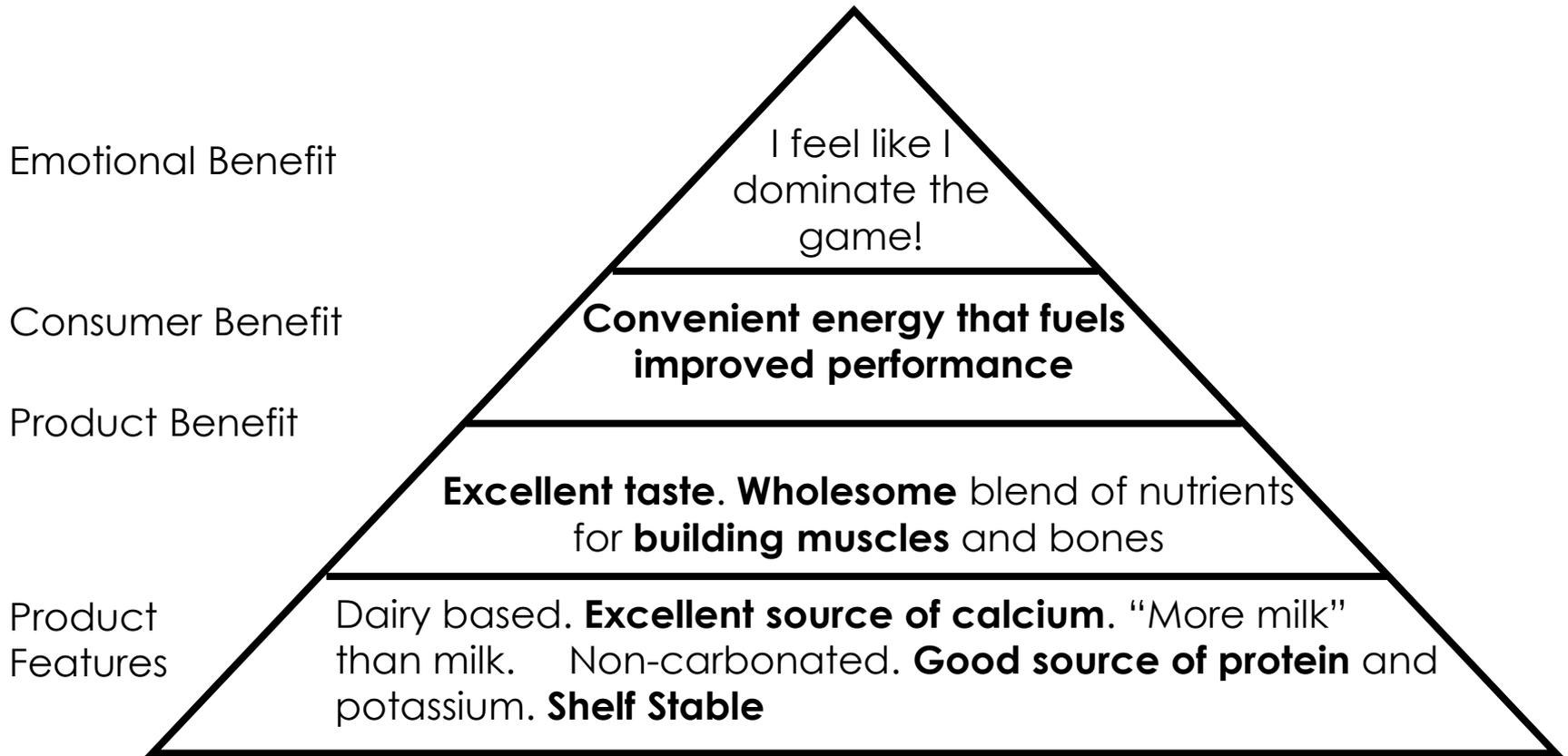
## Marketing Challenge

**They don't know how Sport Shake can fit into their routine.**

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# Sport Shake Benefit Ladder



## Target Consumer

Active young people between the ages of 16-24, Peer influencer, Always seeking opportunities to improve themselves.

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## Your Task

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# The Marketing Challenge

## Key Issue: How do we best capture our target?

### Learnings

- **Consumer has non-traditional shopping behaviors.**
  - They make frequent visits to convenience stores (not shop at traditional groceries or supermarkets)
- **Product trial drives purchase interest among consumers.**
  - Communication must overcome current “non healthy” perceptions of Energy Drink category.
  - Sport Shake is truly unique product with a clearly defined segment.

### Planning Implications

- Drive two strategies where target consumer and product bond together.
  - Focus on a **Product Strategy** that appeals to target consumers to identify themselves with the brand.
  - Focus on using the right **Archetype** that will engage target customers with the brand design the concept of the Advertising campaign that you will execute.

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# Presentation format

Your written report must include the following requirements:

- **Business Mission or Position Statement.**
- **Establish the objectives of your campaign.**
- **Establish a SWOT analysis for Sport Shake.**
- **Define your product strategy (Consider the topics on product concepts)**
- **Define your advertising and communication strategy (Consider the brand archetypes, the psychographic definition of your target consumer and also the previous marketing background the product has had in other regions)**
  - Make sure to explain in detail every strategy you will implement, and also support it with the appropriate visual exhibits.

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## Advertising and Promotion Background

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## Advertising on Magazines

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## Magazine articles supporting the Sport Shake brand positioning...

- **Sports Performance Can Improve With Attention To Nutrition**

Montana State University News, 5/02/2014.



“Consuming protein along with carbohydrate during early recovery appears to help muscles reload with carbohydrate fuel and may boost hormone levels needed for protein synthesis”.

- **Is the rush worth It?**

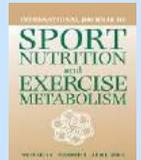
Spirit Magazine: July 2014 issue

“**One important thing to remember: If it doesn’t have calories, it doesn’t give you energy,**” says Sam Cheuvront, PhD. A registered dietitian at the U.S. Army Research Institute of Environmental Medicine in Natick, Massachusetts.

- **Milk as a Post-exercise Recovery Aid**

Int’l Journal of Sport Nutrition and Exercise Metabolism, 2014.

“Carbohydrate replacement drinks” have been shown to have a greater effect than plain water on the rate of post-exercise glycogen muscle resynthesis.



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## Endorsements

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## Endorsement Supporting Sport Shake as Part of an Athletic Regimen

- “Sport Shake is a great way to supplement your training during or after a workout.
- Drinking Sport Shake during a workout will give your body the energy it needs to perform all exercises at an optimal level.
- Post-workout, the protein and carbohydrate blend will give you a jumpstart on muscle recovery so you can get back in the gym faster and stronger.”



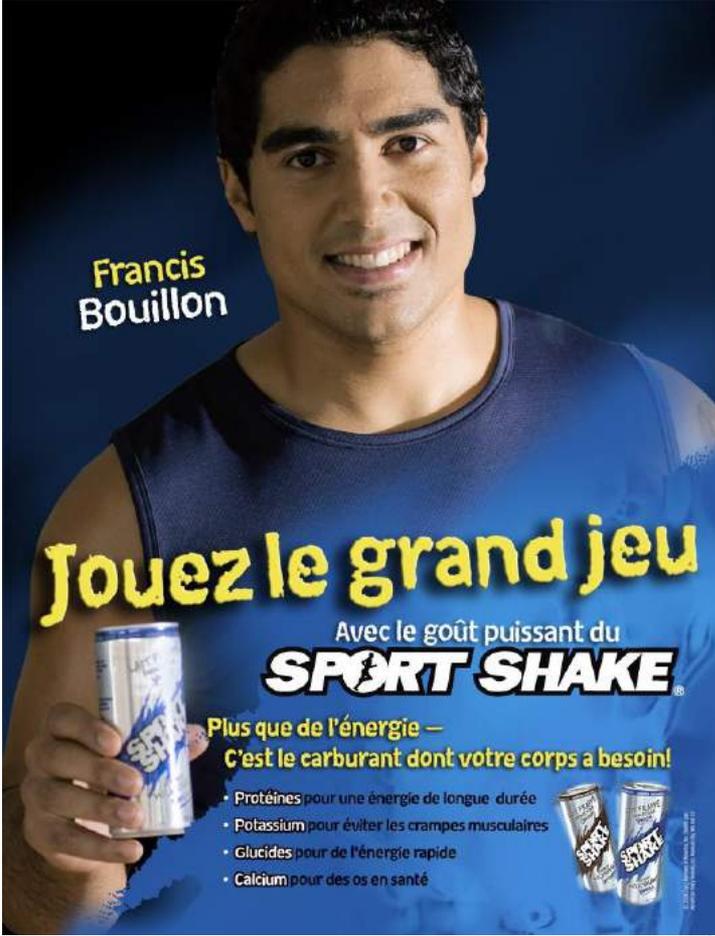
– Patrick J. Stahl, MA, BS, CSCS  
Personal Trainer  
Fitness Formula Clubs, Chicago

December 6, 2014

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## Local Spokesperson Sport Shake Positioning



Francis Bouillon

**Jouez le grand jeu**

Avec le goût puissant du  
**SPORT SHAKE**

Plus que de l'énergie –  
C'est le carburant dont votre corps a besoin!

- Protéines pour une énergie de longue durée
- Potassium pour éviter les crampes musculaires
- Glucides pour de l'énergie rapide
- Calcium pour des os en santé



A new consumer target – younger and more athletic males – are attracted to the “Energy Milk Shake” in an edgy new package design and slim-line 8 ounce aluminum can.

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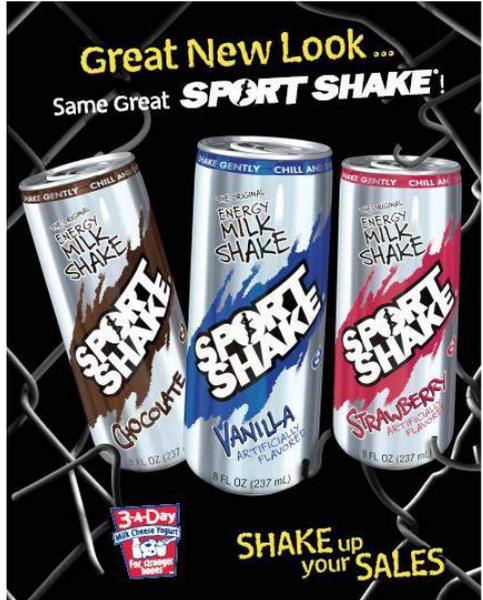
## Advertising Supporting Material

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Demo Poster



Sell Sheet

**SPORT SHAKE™ ... Packed with Fuel to Shake Up Your Sales**

SPORT SHAKE is a shelf-stable energy milk shake made from REAL milk. It provides the essential protein, carbs and potassium athletes need during pre- and post workout fueling cycles. Whether it's an energy boost before practice, the big game, or protein and carbs to help relax after a strenuous workout, SPORT SHAKE delivers.

Non-carbonated SPORT SHAKE is packed with the delicious taste of a milk shake and the fuel your body needs without typical energy enhancements like caffeine and taurine. Stock up on SPORT SHAKE today and shake up your sales!

**SPORT SHAKE IN SALES ON.**

**NEW! Product Profile**

- NEW 8-oz. aluminum cans
- 9X the protein of the leading sports drinks
- Provides long-lasting energy without the "crash" feeling
- 30% more calcium than the leading sports drinks
- Helps build stronger bones
- Over 2X the carbohydrates of the leading sports drinks
- Helps fuel performance before practice
- Replenishes energy afterward
- 13X more potassium over the leading sports drinks
- Helps prevent muscle cramping

**NEW! Packaging Personality**

- Edgier look and sleeker, dimmer can design command MORE attention at shelf
- Recyclable aluminum cans make it easy for Grab-N-Go lifestyle
- The original shelf-stable Energy milk shake in the category 75+ month shelf life!

**Preferred Placement**

- Stock SPORT SHAKE at eye level
- In the Dairy Case
- Grabby attention-grabbing POS

**Profit Picture**

- Track programs and other discounts available

**Product Specifications - 24 8-Fl-oz. cans**

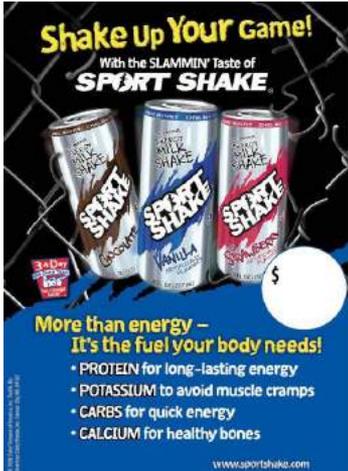
Item	Case Pack	Gross Weight (Lbs.)	Case UPC	Item UPC	Shelf Life	Package Dimensions (HxWxD)	Case Dimensions (HxWxD)	Case Gols	Pallet Configuration (Cases/Level/Pallet)
Chocolate	24-Fl-oz.	14.4 lbs.	70811 10190	10184	15mo.	11.875" x 2.625" x 2.625"	5.25 x 10.75 x 8.5	0.530	16 x 8 - 128
Vanilla	24-Fl-oz.	14.4 lbs.	70811 10190	10184	15mo.	11.875" x 2.625" x 2.625"	5.25 x 10.75 x 8.5	0.530	16 x 8 - 128
Strawberry	24-Fl-oz.	14.4 lbs.	70811 10200	10189	15mo.	11.875" x 2.625" x 2.625"	5.25 x 10.75 x 8.5	0.530	16 x 8 - 128

**Stock up on SPORT SHAKE & SHAKE UP YOUR SALES!**

To place your order today, call your SPORT SHAKE sales representative. Or, contact American Dairy Brands, Inc. at 800-447-4252, FAX: 916-916-1-6850.

[www.sportshake.com](http://www.sportshake.com)

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Static Cling 5 x 7



Floor mat sticker



Shelf Strips

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**The End**

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