



# Creating A Monster

## OVERVIEW

In 1997, Hansen Beverage Co. launched an 8.3 oz. all-natural energy drink, simultaneous to Red Bull's U.S. launch, and captured an initial 50% share. By 2000 the category had gone vertical and Red Bull had achieved a 75% share with 50+ other beverage companies vying for market, including Pepsi, Coke, Anheuser Busch, etc., as well as a plethora of hungry start-ups. Over those same few years, Hansen Energy had slipped to a disconcerting 8% share.

In 2001, Rockstar launched a 16 oz. can at the same price point as Red Bull's 8.3oz. This value play quickly gained acceptance and Hansen decided to jump on the trend in the hopes of regaining lost ground. Hansen, who was working with McLean on other projects, asked us to design a 16 oz. extension to their existing natural energy product, as a means to that end.

## CHALLENGE

Create a "me too" 16 oz. energy drink extension of Hansen's existing natural energy brand.

## INSIGHTS

As the energy drink category was beginning to take form, we were able to assess the shelf, analyze the competition, and - most importantly - profile the emerging energy drink user.

This consumer, we learned, was a hell-bent-for-leather, party all night, rude, lewd and tattooed, land-luging maniac. He was not concerned with

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*The energy drink market, circa 1997.*

“natural” and refused to bow to “the man”...essentially, a rule breaking, risk taking, renegade outlaw.

The unfortunate truth was that the Hansen brand itself was inconsistent with - and just plain wrong - for the energy drink market.

- Hansen’s was known primarily as a maker of natural sodas and juices for moms and kids, a complete non-starter for the aspiring berserker demographic.
- Red Bull was entrenched. They owned the market, but they looked like traditional European beer, and as category leader, they were clearly not going to change their game.
- All other brands were overly aggressive, and visually noisy in an attempt to out-scream and out-crazy one another.

### SOLUTION

Attack the market by creating an all-new brand, engineered specifically to carve share out of Red Bull, and be uniquely compelling to the emerging consumers seeking lots of crazy for a little money.

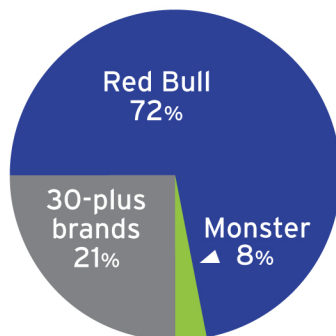
- Utilize the large 16 oz. can and a single consistent solid background to create a massively impactful billboard with far fewer facings than the competition.
- Create one iconic symbol that embodies the aspirations of the psychographic.
- Don’t be literal “energy” like the competition; be open to interpretation.
- Intentionally create a brand that is sufficiently devoid of meaning, in order to be filled with significance by its early adopters.

### RESULTS

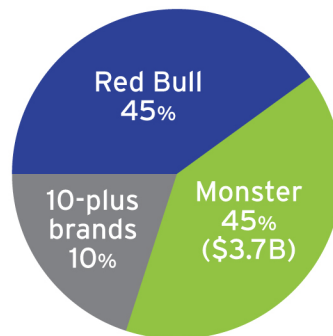
In early 2002, Monster Energy launched in convenience stores with no real support, only a few static clings in the cold case and free matchbooks at check-out.

The company relied on their effective guerilla marketing tactics, and the instant appeal of the brand at shelf.

Together, we created one of the most recognized brands in the world.



2002 LAUNCH SHARE



2019 CURRENT SHARE