

thrive

MARKETING PLAN



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PROBLEM STATEMENT



Every day, hundreds of people suffer from the adverse effects of the harmful chemicals in common energy drinks. However, this does not stop people from drinking them. According to the National Library of Medicine, as much as 30% of Americans between the ages of 13-35 drink energy drinks regularly. With no healthy alternative that provides the energy most consumers yearn for, many will continue to ingest harmful beverages.

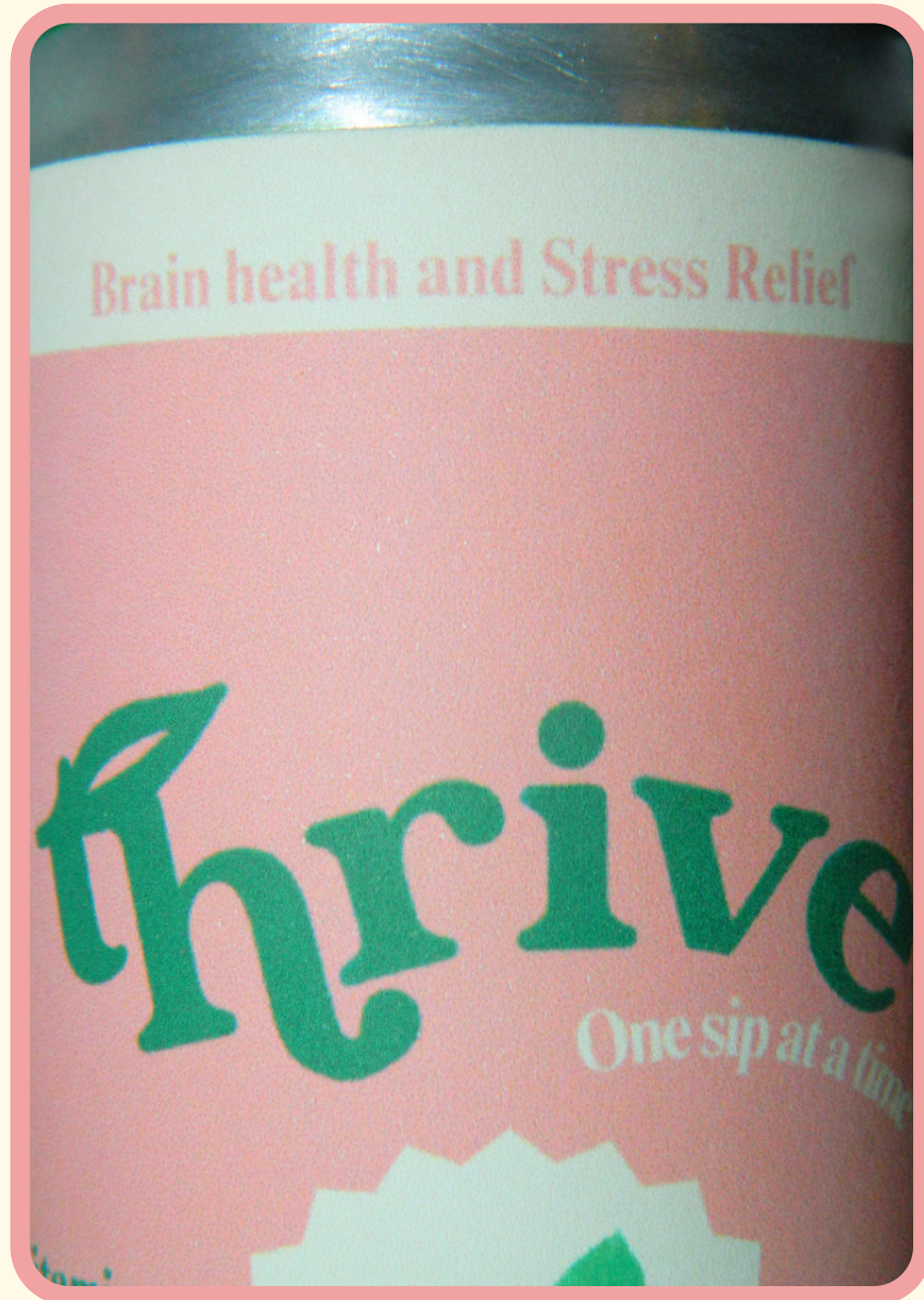
CUSTOMER EMPATHY

Thrive conducted an anonymous survey to gain insight on Gen Z's relationship and understanding of energy drinks. This survey gave respondents questions such as: Do you drink energy drinks regularly? How do they make you feel? What do you know about the effects of energy drinks? If there was the option, would you regularly buy a healthy energy drink?

Out of all participants, 65.4% said that they do NOT drink energy drinks on a daily or weekly basis. Interestingly, 65.45% acknowledged the harmful effects of these beverages. Furthermore, when questioned about the desire for a healthier option 88% expressed their willingness to buy such a product. This suggests that while respondents may not consume energy drinks often, it is not due to unwillingness, but rather a concern for their health and the negative impacts it may lead to.



SOLUTION STATEMENT



Thrive provides a natural, vitamin-packed, chemical-free energy drink alternative. Thrives ingredients are sourced from matcha, all-natural cold pressed juice, and healthy supplements. The L-Theanine in the matcha prevents a caffeine crash by slowing down the absorption of caffeine. Matcha also has benefits such as digestive help, cancer-fighting antioxidants (catechin, epigallocatechin gallate, EGCG), (<https://threeleaftea.com/pages/benefits>) brain health, blood sugar management, and stress relief. Thrives shelf life has also increased from 3 weeks to 6 weeks with the addition of organic citric acid. Citric acid prevents the decay of fruit and bacterial growth (

PRODUCT

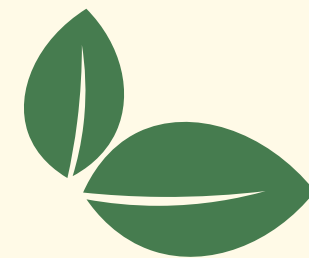
Thrive drinks change the idea of an energy drink by replacing synthetic caffeine with matcha, a source of natural caffeine. Thrive is a 12-oz drink that offers flavors including: Original (Matcha), Peach, Cherry, Lemon, Orange, Blueberry, and Strawberry. Thrives drinks are sold individually and are available in bulk in-store or online. Thrive's website offers customizable bulk orders, and monthly subscriptions. Customers can choose a 12 or 24 pack, and mix and match flavors to their liking. Monthly subscriptions are available for both the 12 and 24 options.



TARGET MARKET

Thrive provides a healthy, sustainable energy drink targeted at Gen Z and Millennials aged 15-43. According to Statista, almost 45% of Millennials claim to drink energy drinks regularly, and 34% for Gen Z. Not only does this age demographic consume energy drinks but according to People Keep, are becoming more health aware and eating/drinking more organically. Thrive is perfect for this target market, providing a viable energy source while accommodating the desire for health. Thrive strives to provide a new aspect of energy drinks without the negative stereotypes. The main ingredient of Thrive, matcha, also promotes not only health, but mental wellness, and cognitive enhancement. Counsel & Heal recently acknowledged that Gen Z is turning away from coffee and becoming more attracted to matcha and its health benefits.

SOCIOECONOMIC



Thrive is for a customer of a higher socioeconomic background as a pack of 12 is \$54.00. The price is set as a result of Thrive's fresh quality ingredients. Gen Zs aged 22 to 24 were making an average of \$45,493, according to a recent study by TransUnion. Gen Z values experiences and when a customer buys Thrive they experience the healthy lifestyle.

PSYCHOGRAPHIC



Thrive's target demographic is energy drink consumers who prioritize sustainable, performance-enhancing products. These typical consumers are active and seeking to enhance the health aspect of their daily lives. Food Insight discusses Gen Z and how they aspire to improve their mental and physical health; Thirty-eight percent also say they seek energy in food and beverages. Ninety-three percent of Millennials and Gen Z also want to improve their mental health according to the Thriving Center of Psych. Thrive combats both these needs with ingredients that help gut health, brain health, and cancer-fighting antioxidants. Matcha also has a high L-Theanine content which reduces stress and anxiety.

GEOGRAPHIC

Thrive is an online retail company that reaches customers nationwide. The company is based in Kern County and acknowledges the strong concern about the mass consumption of energy drinks and the decline in mental health decline among adolescents. The Kern County High School District contains the largest student population in California with over 42,000 students in grades 9-12. Additionally, the American Heart Association, roughly 30% of Americans ages 12 through 17 regularly consume energy drinks which they stated is linked to an increase in emergency room visits and death. In comparison to artificial flavoring, natural flavors are healthier, more intensely flavored, and lower in calories for consumers. They are also typically more natural tasting.

Thrive utilizes juice concentrates that are locally sourced within Kern County. Kern County has one of the most productive agricultural regions with over 1,500 farms and over 2,000,000 acres of farmland. Thrive offers healthier, locally sourced juice concentrates as an alternative to energy drinks, aiming to address concerns about mental health and the consumption of artificial products among adolescents.



SECONDARY MARKET

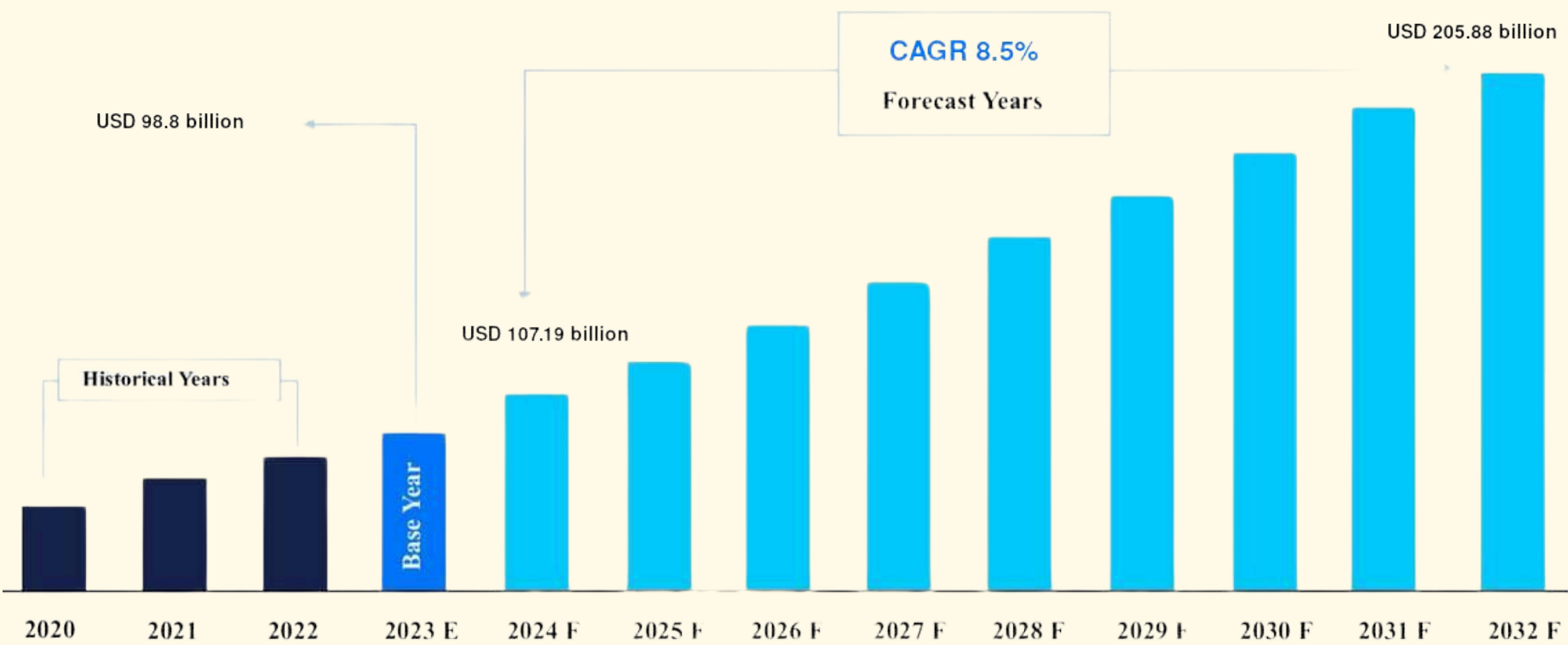
While Thrive's main market is the young adults who need energy to get through the day, Thrive's energy-boosting properties work perfectly for those who need to stay alert during long shifts too. Thrive seeks to establish a place in industries like trucking and aviation where people need to stay attentive for long periods of time. Many energy drinks provide large surges of energy with a quick drop off that leaves people in an even more tired state than they started, but Thrive lasts much longer due to the slow release of caffeine that matcha provides(The Tea Makers of London) and thus has a minimal energy crash so that a sudden lack of energy doesn't cause dangerous situations.



INDUSTRY ANALYSIS

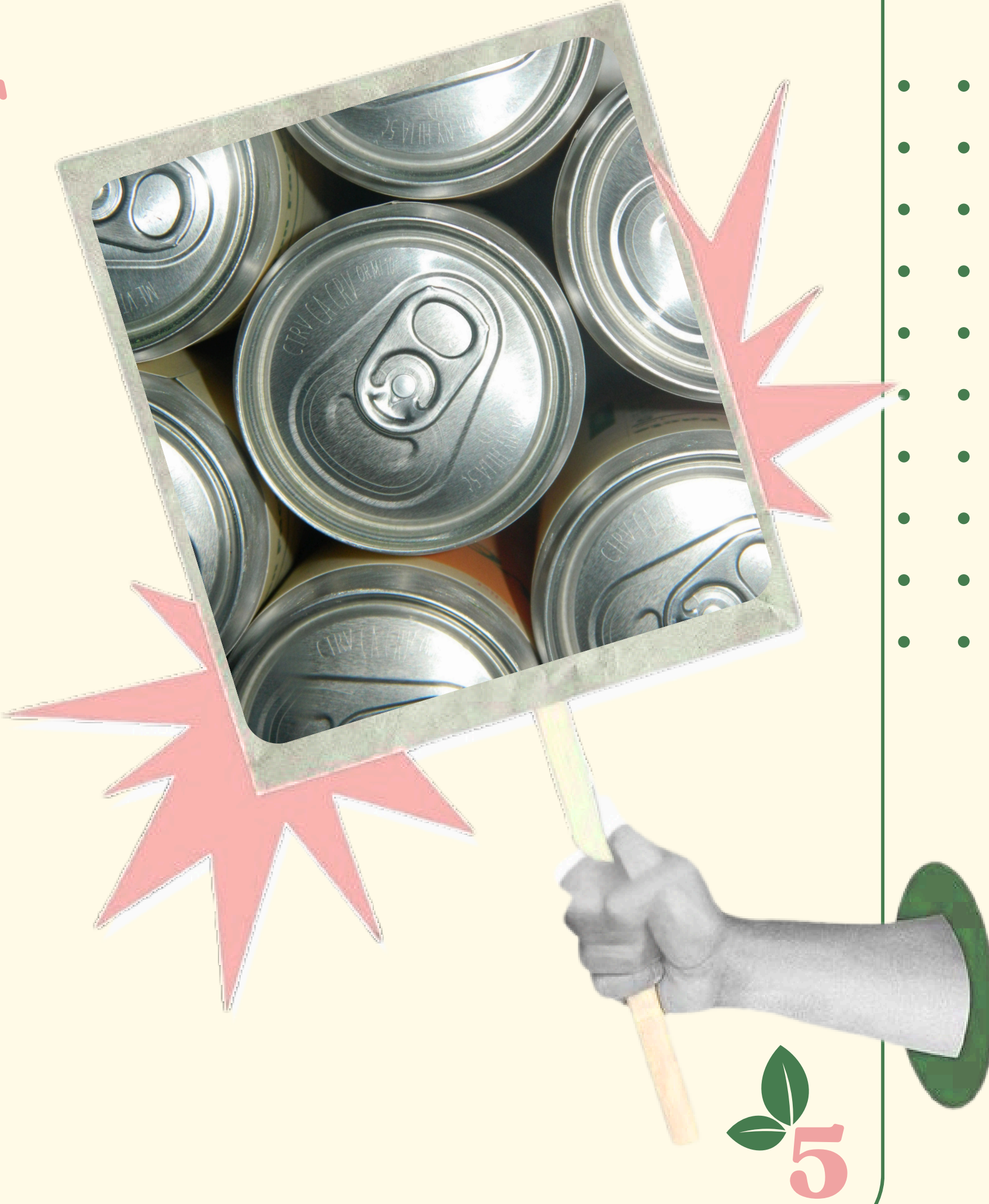
According to Energy Drinks Europe, there are over 190 companies that sell energy drinks globally. The gross annual revenue of the energy drink industry is 98.8 billion and is expected to have a CAGR(compound annual growth rate) of 8.5% (Straits Research). The VE annual revenue last year for the food and beverages category was 61 million dollars with an average sale of \$1,560. Thrive’s top competitors according to popularity and market presence are: Red Bull, with a 43% market share, Monster, with a 29.7% share, and Celsius, with a 9.5% market share. The public opinion of energy drinks has shifted; the dangers are known but still desire the positive effects.

NFHS.org says “Energy drinks are the second most popular dietary supplement after multivitamins and are marketed as a quick and easy way to maximize physical performance and mental alertness.”



VE MARKET ANALYSIS

Thrive takes its place within the Virtual Enterprise Food and Beverage industry. The Food and Beverage industry provides ample room for Thrive as there were 55,191 transactions between October 2023 to November 2024. The average sale in Thrives category is \$1,500. In fact, the Food and Beverage category has the 6th highest incoming volume at \$57,493,841 which Thrive intends to have a significant market share of.



COMPETITION

Thrive faces immense competition in the energy drink industry but stands out by providing alternative ingredients dedicated to enhancing one's performance and health. Competitors like Bang, Celsius, and Monster may provide a similar product and the caffeine boost people are looking for. However, these companies also provide added sugars, stimulants, and other additives. Thrive excludes these ingredients and replaces them with organic and all-natural substitutes making Thrive one of a kind. The advantages of Thrive compared to other companies like Maki and Ambrosia is how open it is with the ingredients in every drink. Thrive doesn't hide its ingredients and makes everything easy to understand.



PRICING

Thrive offers pricing that is suitable for everyone. The company offers drinks in both 12 and 24 packs. Another strategy implemented is a discount on larger purchases. By buying bigger-sized packs of Thrive, customers get better deals including a 10% discount on the largest two options, similar to buying in bulk discounts. For the larger customers Thrive presents an easier way to purchase drinks regularly. Thrive offers two monthly subscription options: one with 12, 24-packs per year (1 pack per month), and our Corporate pack with 48, 24-packs per year (4 packs per month).



\$50
12 pack



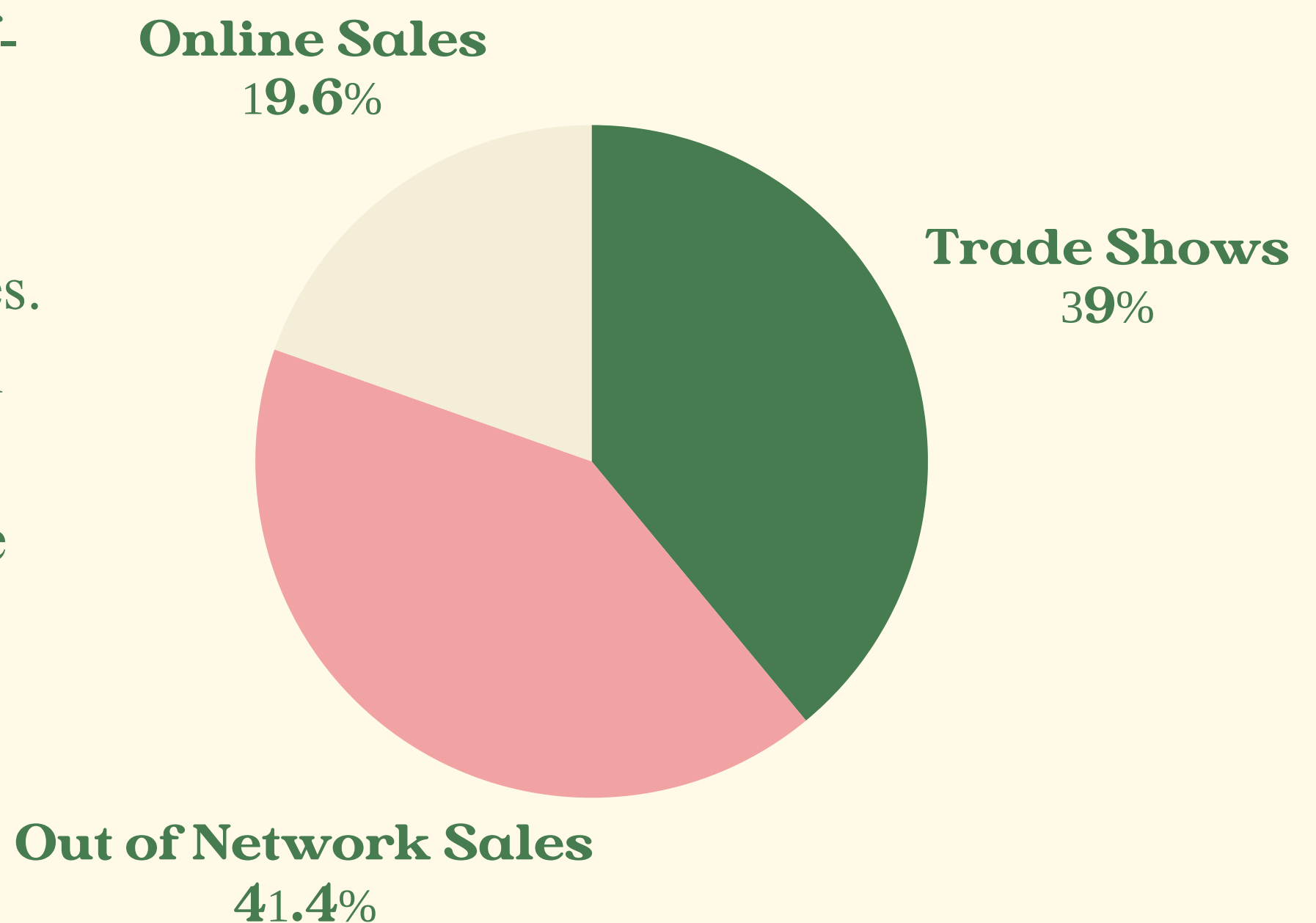
\$4320
Corporate pack



\$100
24 pack

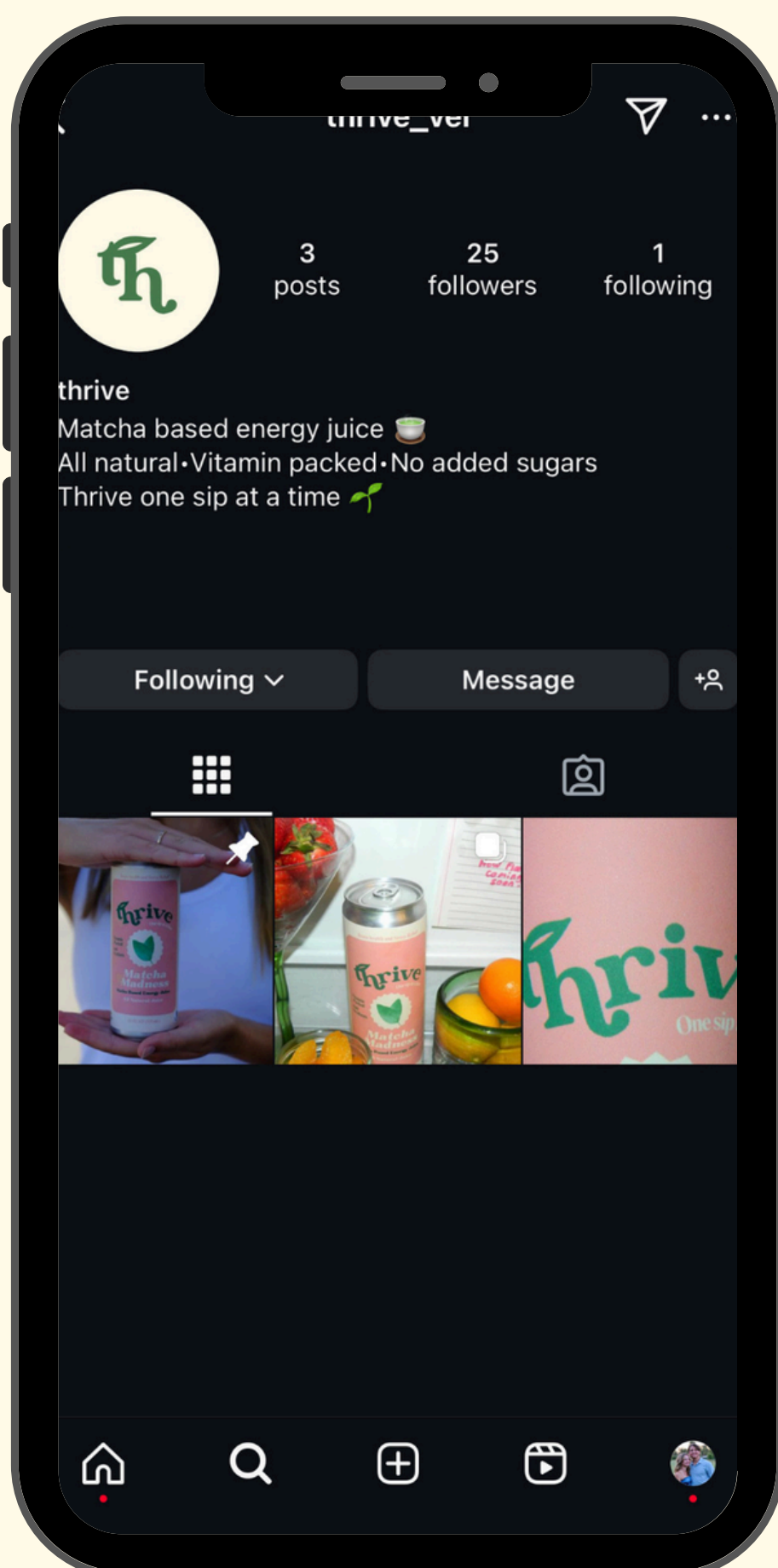
PLACEMENT

Thrive has three main sources of income: Trade shows, Out-of-network sales, and Online sales. The largest portion of profits comes from out-of-network sales. Thrive has a contract with Kern High School District which accounts for 41.4% of sales. The next largest contributor to Thrive's income is trade shows which are projected to account for 39% of sales. The final of Thrive's 3 main revenue streams is online sales which are projected to account for 19.6% of sales.



PROMOTION

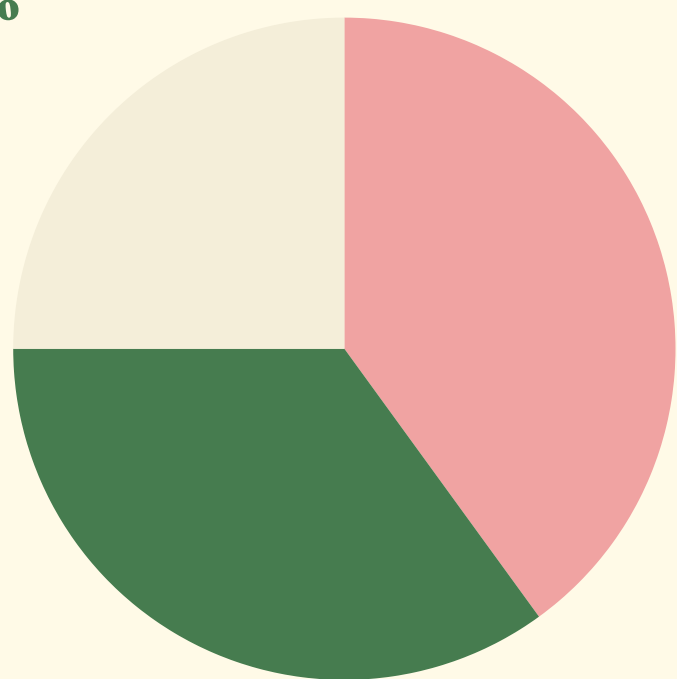
As the Energy drink market continues to grow, Thrive utilizes unique marketing strategies to attain brand recognition as a start-up company. The company must implement strategic methods in order to stand out in a saturated market. Thrive emphasizes two main areas of marketing including direct and personal selling and online marketing. Thrive utilizes all of its digital platforms such as the company website and its multiple social media accounts such as Thrive_vei on Instagram, thriveca on Pinterest and thrive.v on TikTok, to establish direct and personal selling techniques. With every pack purchased Thrive also donates to hospital staff to help nurses, doctors, and the rest of their hardworking staff to keep them alert and feeling great!



MARKETING BUDGET

The marketing budget for Thrive is sitting at \$20,000 for the first quarter. Currently, around \$8,000 of that is going into roadside advertisement boards ranging from \$1,500 to \$5,000. Another \$5,00 will go towards advertising on the official V.E website. The vast majority of the remaining money will go into purchasing ads with smaller social media influencers (those who have no more than a million viewers). The most

Online Advert
25%



Road Signs
40%

Social Media Influencers
35%

popular forms of advertising are online ads, followed by in-person ads(such as billboards and person-to-person advertising). Finally, Thrive’s marketing employees are paid directly as a salary and are not paid out of the marketing budget.

POSITIONING

Thrive positions itself in the health and sport niche along with those who value body and mind. Thrive stands out by offering an all-natural, body-enhancing, energy drink without the negative symptoms. With the prevention of caffeine crashes and health issues, Thrive provides real-time energy boosts that make customers feel good and safe. Thrive shares a similar goal with competitor Celsius; however, Thrive eliminates chemicals and provides natural caffeine.



	thrive	Red Bull	PERFECT ed	CELSIUS
Chemical Free	✓	✗	✓	✗
Health Benefits	✓	✗	✓	✗
Natural flavors and coloring	✓	✗	✓	✗
Available in US	✓	✓	✗	✓

SWOT



- **Minimal ingredient list**
- **No harmful ingredients**
- **Accessible, healthy option**



- **High costs**
- **Low shelf life**
- **Matcha is outsourced**



- **Growing health concerns**
- **Customer Experience**



- **Large Energy drink market**
- **Healthy energy drinks are unknown and unpopular**

Strengths

Thrive is an all organic drink that gives complete transparency to allow customers to always know the contents of their drink. Made with simple, recognizable ingredients, consumers can trust there are no hidden preservatives or side effects. Thrive also provides easy to reach access across the U.S through the company website with many different flavors and quantity choices.

Weaknesses

Due to the high quality and fresh ingredients, the price and shelf life is affected. Pressed juice has a high oxidation rate, therefore decreasing the longevity of its nutritional value. Thrive's ingredients also lack accessibility because authentic matcha is only grown in Japan. Thrive is also expensive compared to other energy drinks, however, with the consideration of a healthier option and being aproximetly the same price of coffee, it becomes worth while.

Opportunities

A 2018 study by the International Food Information Council found that millennials are more likely to prioritize health and wellness when making food choices, similarly, Gen Z (born between 1997 and 2012), are more likely to prioritize eating healthy. Thrives minimal ingredient list and all-natural composition make it a healthy option for customers to feel good about. While customers are buying a drink they're also buying an experience. Thrive is not only a drink, but a way to live- to thrive.

Threats

Thrive's biggest threat is the preexisting and growing energy drink market. The energy drink market is huge and continues to grow despite health concerns and risks associated with energy drinks. Healthier options do exist but are unknown or not sourced in the US. Thrive strives to alter this market. Eliminating unnecessary toxins and additives, Thrive instead offers a clean, healthy option that improves one's health. With increased brain activity, cardiovascular health, and liver health, Thrive is not a need but a necessity.

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Corporate Pack



24 pack: \$100



12 pack: \$50