Alani Nu Traditional Campaign

By: Lily Evans

Problem

People are aware of Alani but they are not choosing it over other competing energy drinks.

Quantitative Data

https://www.statista.com/forecasts/1335530/alani-nu-energy-drinks-brand-profile-in-the-united-states

Qualitative Data

"With Alani-Nu, you're not just drinking an energy drink — you're consuming a supplement designed specifically for young, active women."

"Alani-Nu keeps its mission down to earth. In their words, they exist to help you succeed… "whether you want to hit your last rep, hold your next handstand."

"Alani-Nu isn't speaking to meat heads or middle aged men. They're creating an emotional connection with their Millennial & Gen Z female target audience."

https://www.empathymarketing.co/blog/alani-nu-brand-positioning-case-study

Big Idea:

The Real Performance Drink

Solution

Campaign Title: “Power Your Potential”

Alani fuels you with the best, so you can be your best

Strategy

Social Media Collaborations

- Collaborate with TikTok influencer Nara Smith, known for prioritizing authentic ingredients in her health journey
- Partnership with 'Dancing with the Stars' pro Riley Arnold. An active female who is the same age as our target audience.
- These influencers will emphasize personal performance goals like mental clarity, energy boosts, and workout recovery. They will use the hashtag #PowerYourPotential.

Performance Focused Ads

Billboards

- **Visual:** a scoreboard in brand colors of a close game about to end.
- **Text:** “we are here for the 4th quarter”

Print ads using Performance equipment

- **Visual:** female workout equipment with our product
- **Text:** “essentials only”

Tactic #1:Billboard

Tactic #2
Print Ad