

# GHOST

Energy Drink Case Study



# Overview

# Energy Drink Market Trends



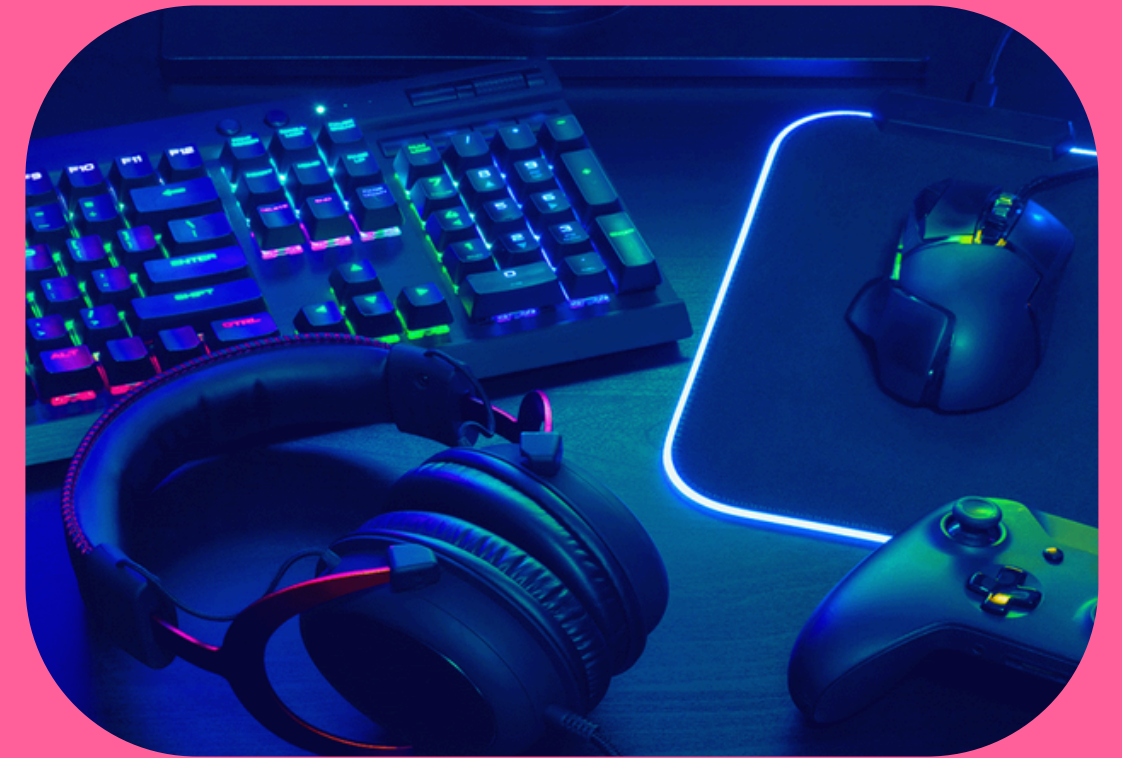
## Functional energy drinks

Enhancing performance with added vitamins, minerals, and natural extracts.



## Clean & Natural Ingredients

Prioritizing transparency, organic elements, and chemical-free formulations.



## Niche Segments

Tailoring products for specific activities like sports and gaming.



# Ghost Energy: Current Positioning

Founded in 2016 and launched in 2021, Ghost Energy, under the GHOST® brand, has positioned itself as a lifestyle sports nutrition brand.

Ghost Energy has gained attention for its transparency, unique flavor collaborations (e.g., SOUR PATCH KIDS), and partnerships with influencers and esports entities like FaZe Clan.





# Competition

# Comparators

## **Ingredient Transparency**

Both Ghost Energy and its competitors aim to provide information on ingredients.

## **Market Presence**

Ghost Energy and competitors share a strong presence in the energy drink market.



# Differentiators

## **Unique Flavor Collaborations**

Ghost Energy differentiates itself through collaborations like SOUR PATCH KIDS. While competitors may collaborate, Ghost's unique partnerships set it apart.

## **Full-Disclosure Positioning**

Ghost Energy positions itself as the first full-disclosure energy drink. This level of transparency may not be as prominently featured in competitor brands.



# Gap Analysis



## Targeting Health-Conscious Consumers:

The market is witnessing a shift towards healthier options.

Improvement: Ghost can further emphasize its clean energy aspect, explore low-calorie options, and enhance health-centric messaging.

## Scientifically Backed Ingredients:

Consumers are increasingly interested in clinically supported ingredients.

Improvement: Ghost can conduct and showcase more research on the benefits of its unique ingredients to enhance credibility.

## Expanded Flavor Horizons:

While Ghost has innovative collaborations, flavor experimentation can be expanded.

Improvement: Introduce more adventurous flavors to appeal to consumers seeking novel taste experiences.

## Authentic Collaboration:

Ghost Energy has successfully engaged in authentic collaborations.

Improvement: Continue leveraging partnerships, focusing on deep connections rather than basic advertisements.

# Improvement Areas



# Problem Statement

Ghost Energy, while enjoying growth and positive reception, needs to strategically position itself in an evolving energy drink market by addressing gaps in health-centric offerings to stay competitive and appeal to a broader consumer base.

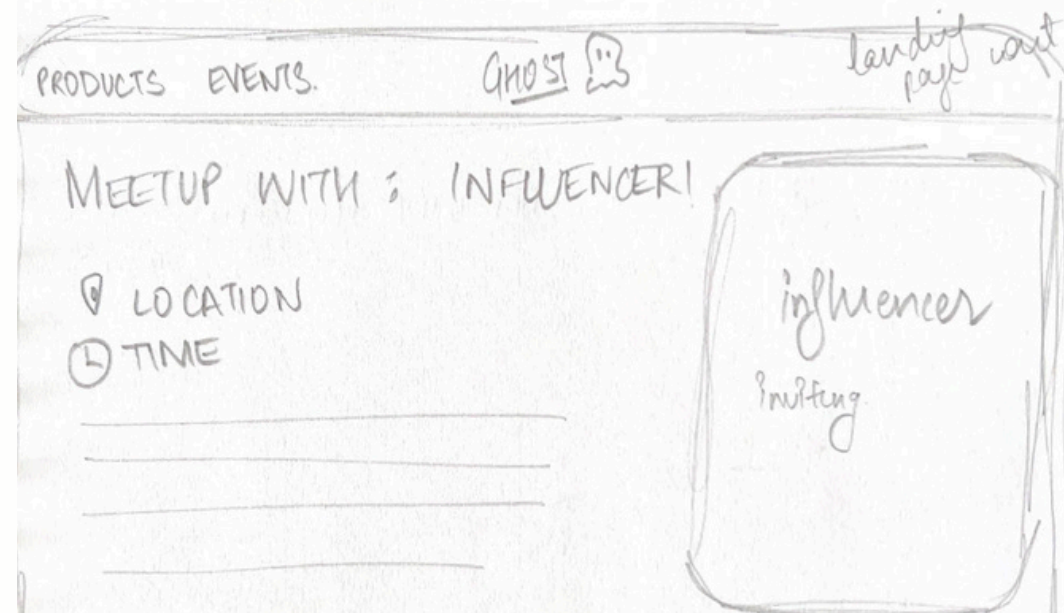
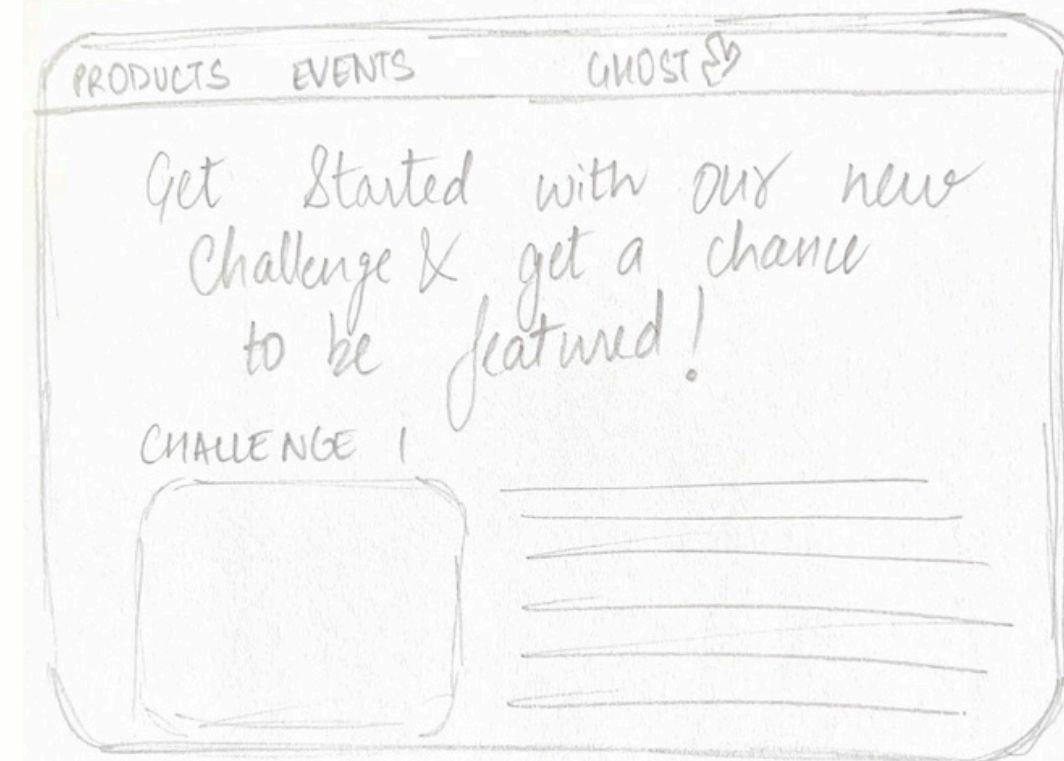
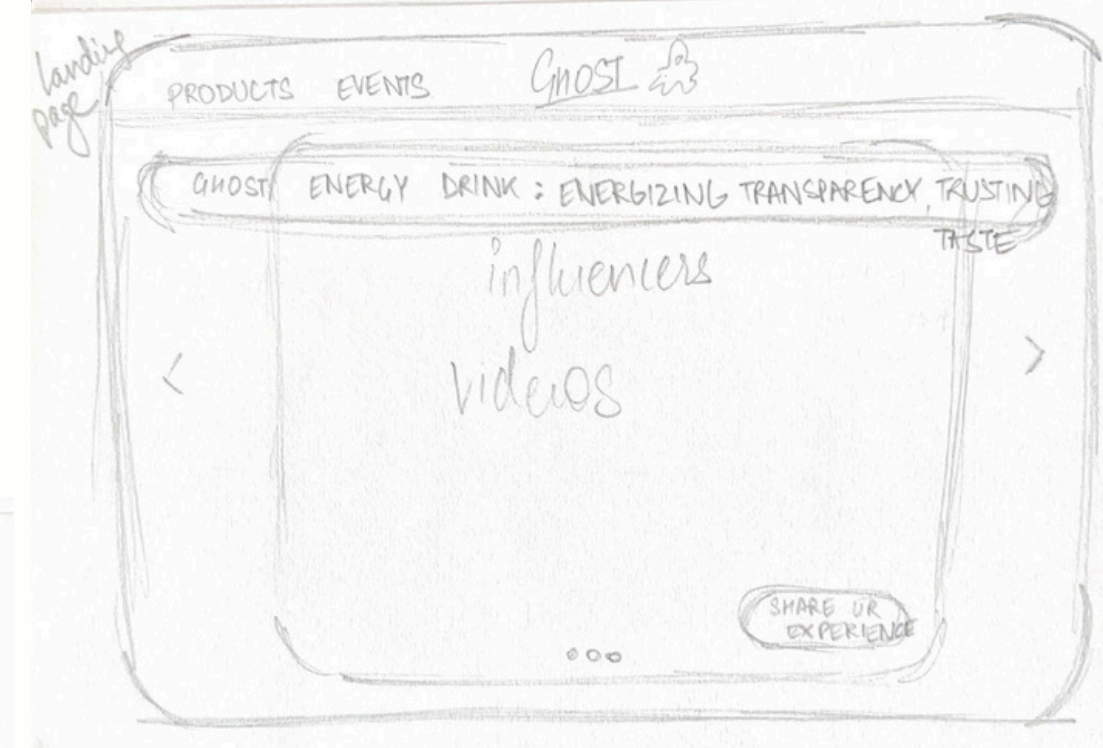
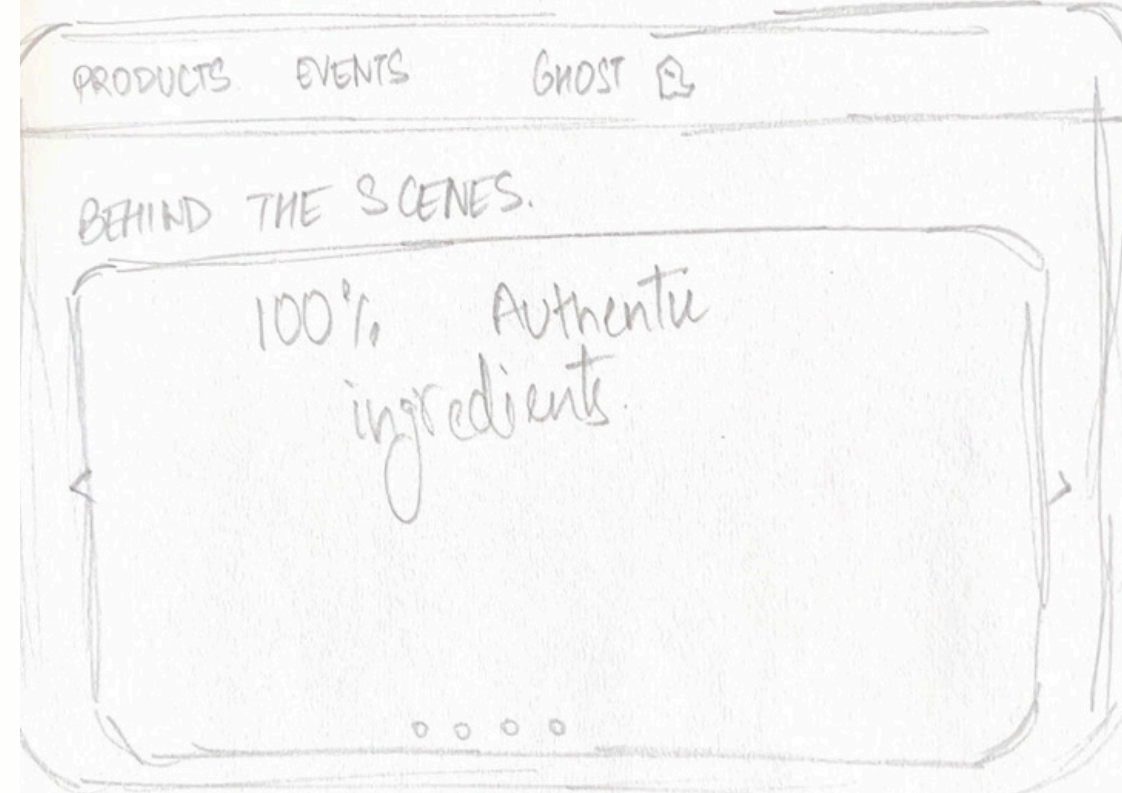
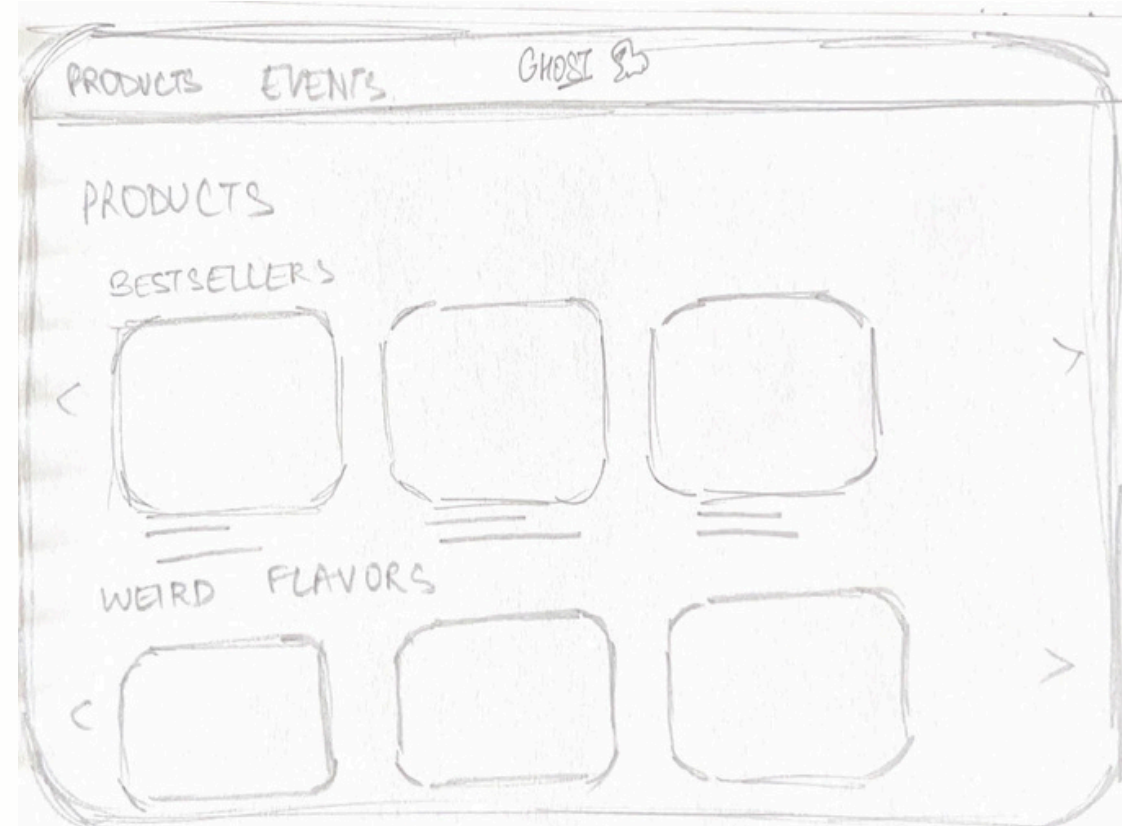
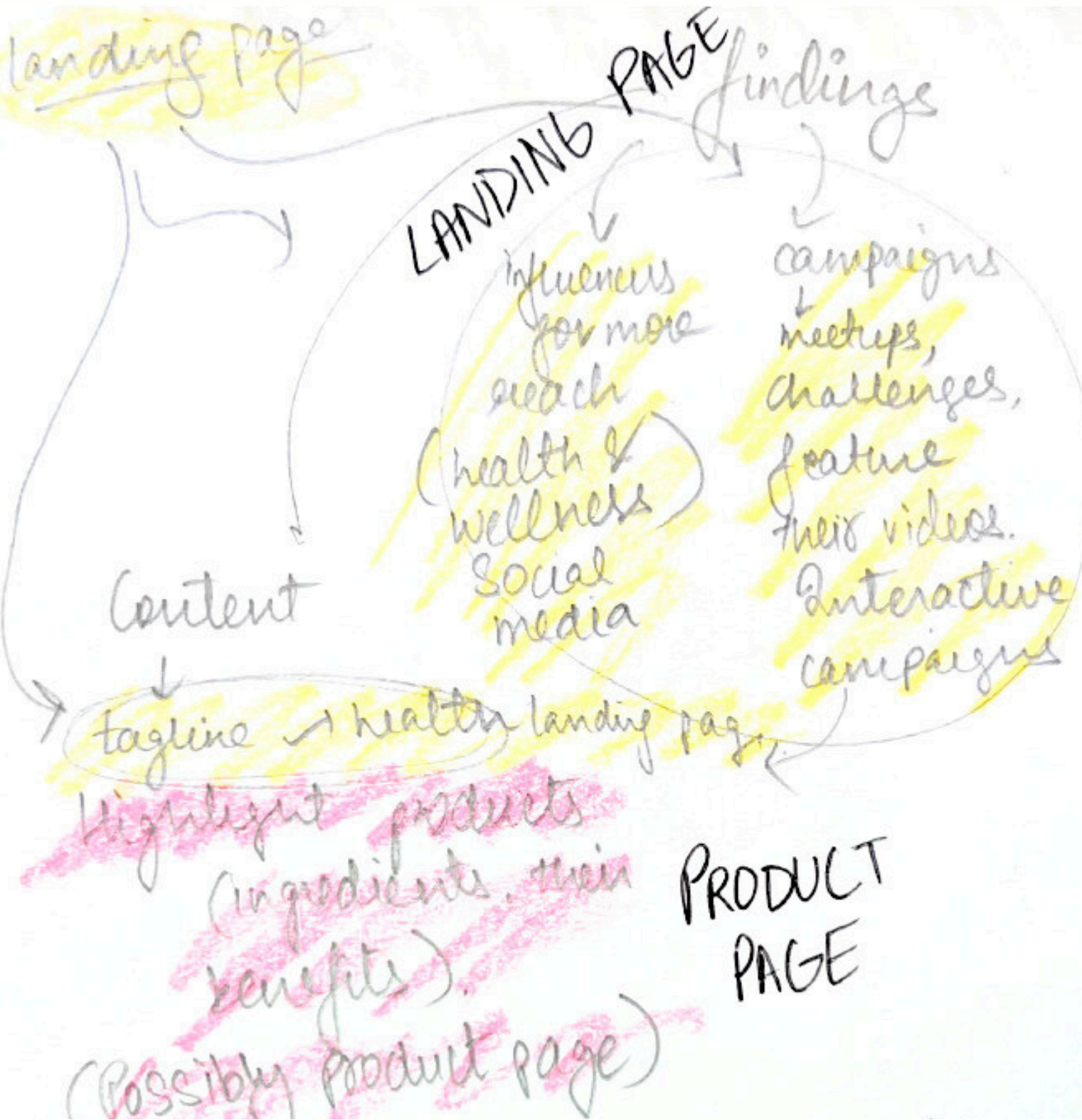
# Proposed Digital Solution







# Initial Sketches





# Design Decisions

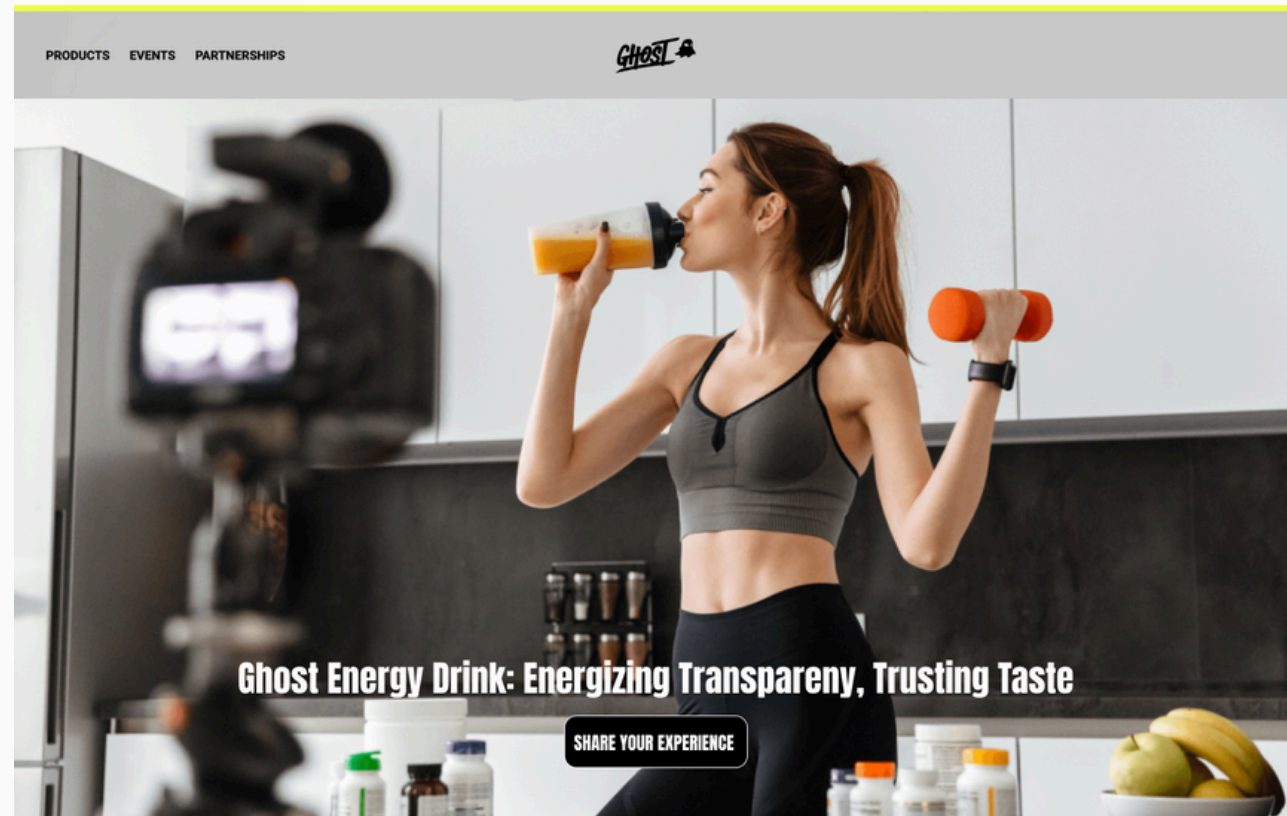
## Overall Design

- The overall design language of the website has been retained as it represents the brand appropriately.

## Content

- The content of the landing page and the product page have been modified to increase engagement, trust, and transparency of the brand.

# Design



Ghost Energy Drink: Energizing Transparency, Trusting Taste

SHARE YOUR EXPERIENCE

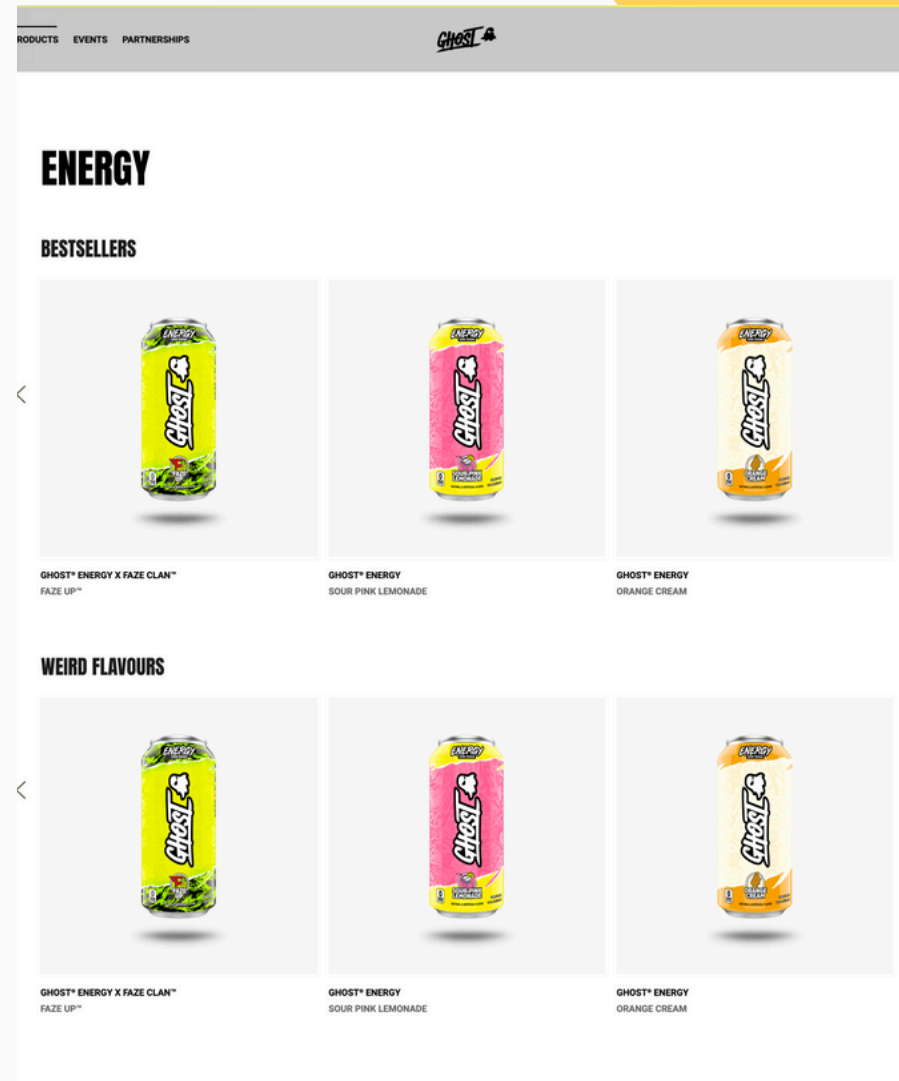
Get a chance to meet our influencer of the month!



Join us at Ghost Energy's "Influencer of the Month" Meetup! Dive into an evening of inspiration with Sienna Blaze, showcasing the synergy of energy, wellness, and creativity. Engage in a live Q&A, interactive challenges, and exclusive tastings of our newest flavors.

Date: 8th April 2024  
Time: 7:00 PM - 10:00 PM  
Location: 1234 Maple Grove Lane, Rivertown

REGISTER NOW



## ENERGY

### BESTSELLERS



GHOST\* ENERGY X FAZE CLAN\* FAZE LP™



GHOST\* ENERGY SOUR PINK LEMONADE



GHOST\* ENERGY ORANGE CREAM

### WEIRD FLAVOURS



GHOST\* ENERGY X FAZE CLAN\* FAZE LP™



GHOST\* ENERGY SOUR PINK LEMONADE



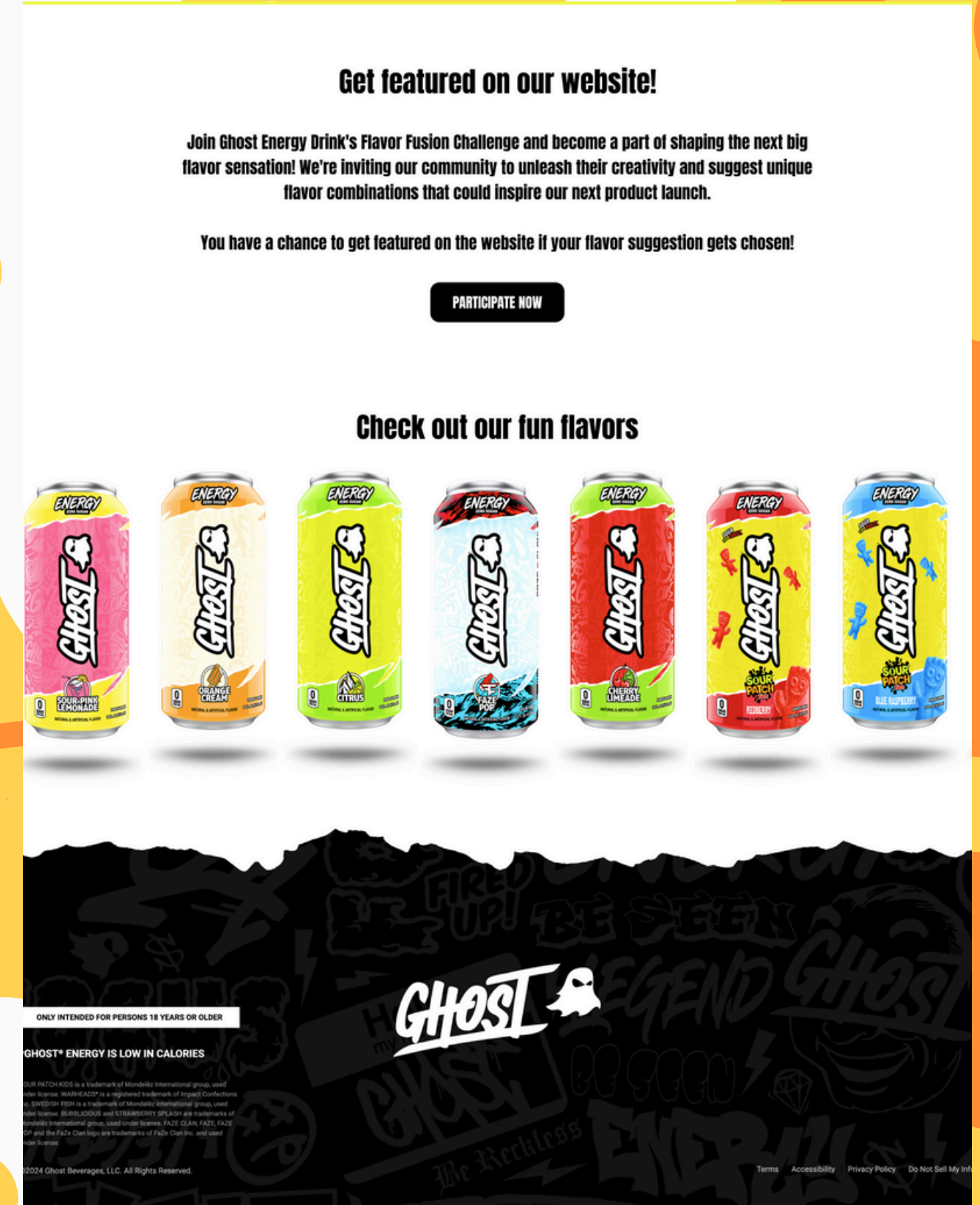
GHOST\* ENERGY ORANGE CREAM

## BEHIND THE SCENES

Ghost Energy Drink: Energizing Transparency, Trusting Taste



Crafted with authenticity at its core, our energy drink blends natural caffeine, antioxidant-rich extracts, and essential vitamins. No artificial flavors or sweeteners—just clean, sustainably sourced ingredients designed to energize your body and mind while supporting overall wellness.



Get featured on our website!

Join Ghost Energy Drink's Flavor Fusion Challenge and become a part of shaping the next big flavor sensation! We're inviting our community to unleash their creativity and suggest unique flavor combinations that could inspire our next product launch.

You have a chance to get featured on the website if your flavor suggestion gets chosen!

PARTICIPATE NOW

Check out our fun flavors



GHOST

ONLY INTENDED FOR PERSONS 18 YEARS OR OLDER

GHOST\* ENERGY IS LOW IN CALORIES

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