



Q1 2023

Activation Breakdown™

How Monster Energy's New Product Launch Peaked Search Interest and Dominated Sponsored Events

EARNED MEDIA

PAID MEDIA

INSTAGRAM

TWITTER

SNAPCHAT

The **Purpose** of This Research

Research and uncover the omni-channel strategy and tactics used by Monster Energy to launch and promote their new flavour edition.

Key Takeaways

Monster Energy released a sugar-free alternative, Monster Energy Zero Sugar, on January 9, 2023. Following the launch, search interest for "monster zero sugar" and "monster energy zero sugar" peaked on January 22, 2023, at 100*. Additionally, Monster experienced a +16% MoM increase in web traffic. Here are the key takeaways from their activation campaign:

- **Campaign Timeline:** Monster timed its launch with Monster-sponsored events, such as the 2023 Monster Energy AMA Supercross season and the 2023 X Games Aspen.
- **Press Release:** Monster unveiled its new product through a press statement and a full interactive Multichannel News Release, which featured the MMA fighter Kamaru Usman, Olympic snowboarder Chloe Kim, and motocross rider Axell Hodges, showcasing the new product.
- **Organic Social:** Monster employed its organic social media channels to advertise the new product using bold and edgy captions along with visually appealing and authentic visuals.
- **Influencer Partnerships:** Monster sent Zero Sugar products to streamers/players who posted on Twitter, then shared their posts on Monster Gaming
- **Event Promotions:** Monster athletes promoted the new Zero Sugar product during the 2023 Monster Energy Supercross Championship and the X Games Aspen, attracting millions of viewers worldwide.
- **Paid Advertising:** 62% of Monster's ad spend between January 1 and February 11 was dedicated to advertising for Zero Sugar, amounting to \$960K. Snapchat received 38% (\$367K) of the ad spend, while Instagram received 36% (\$340K).

*Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

**“All the Energy, No Sugar,
Same Great Taste”**

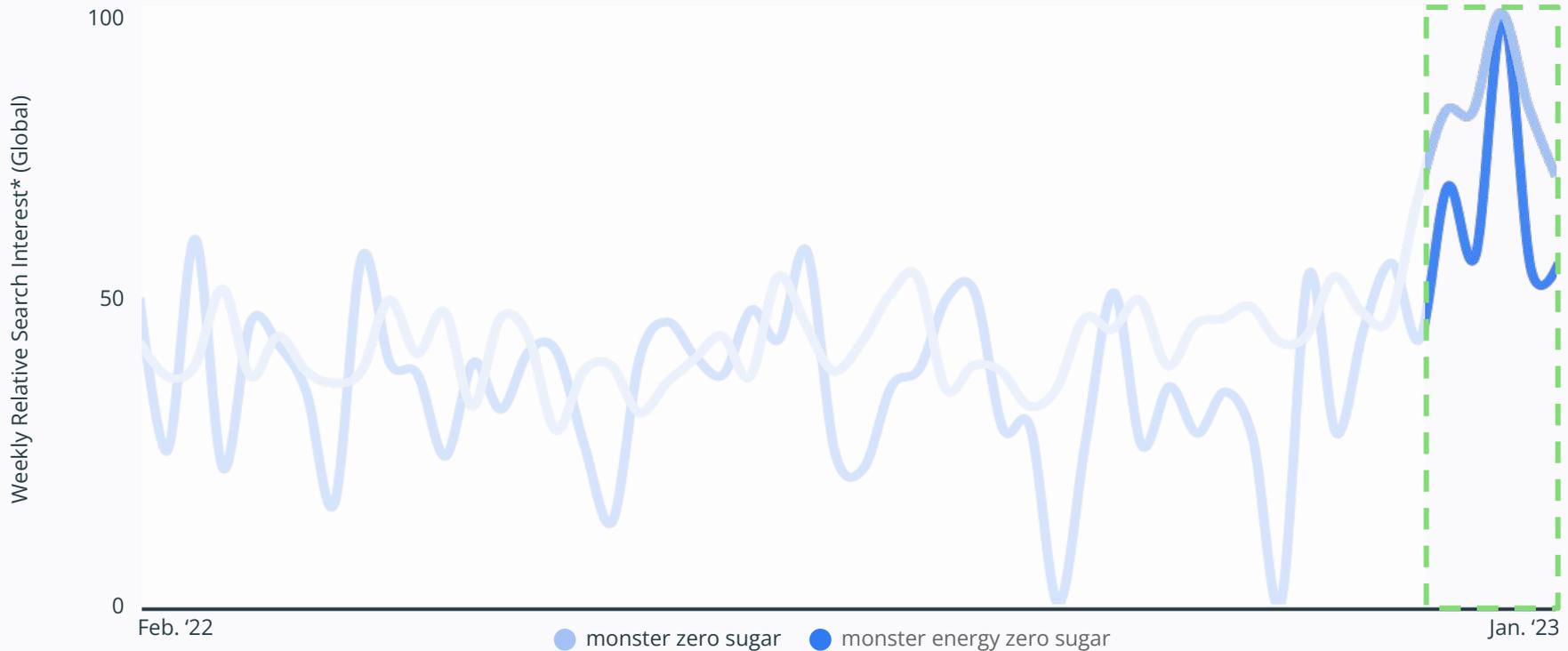


[Click to View](#)

Monster Energy introduced its latest sugar-free offering, "[Monster Energy Zero Sugar](#)," on January 9, 2023.

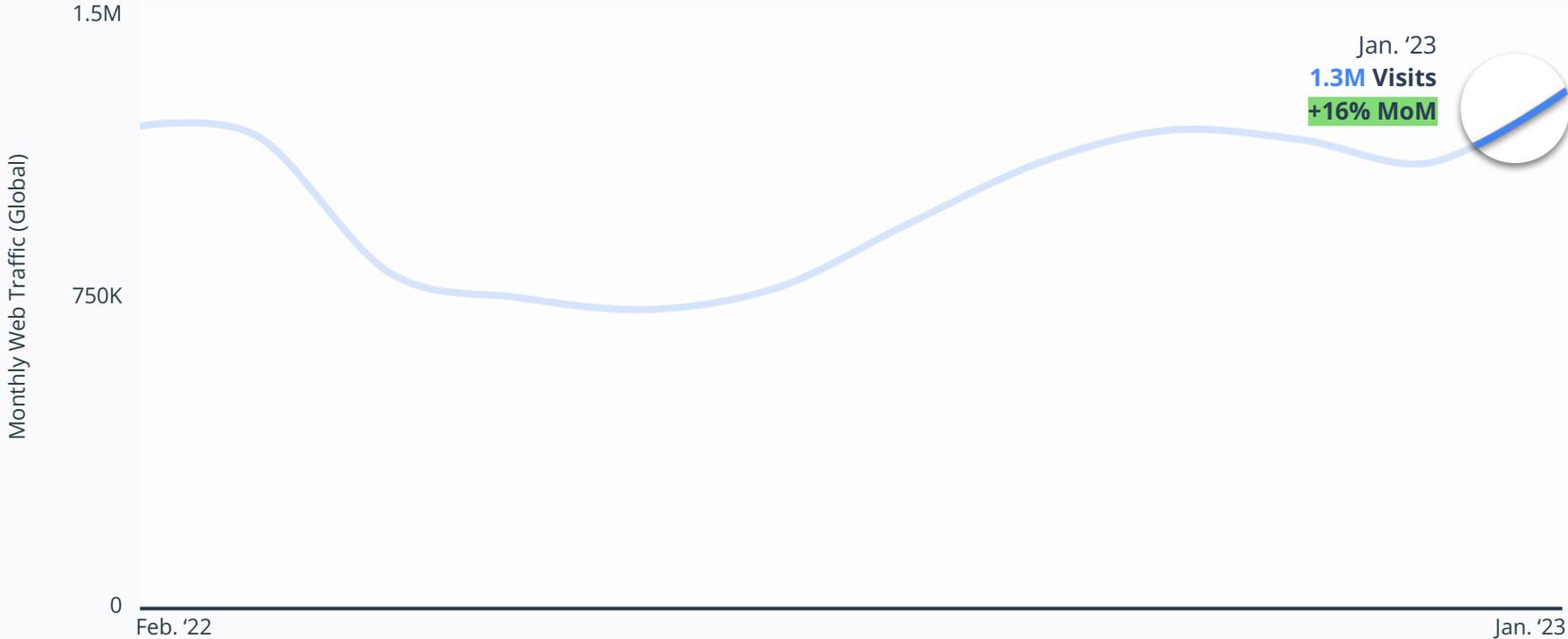
The new product is a sugar-free alternative to the original Monster Energy drink.

After the launch, search interest for the term "monster zero sugar" and "monster energy zero sugar" experienced an increase in relative interest, peaking the week of **January 22, 2023**, at **100**.

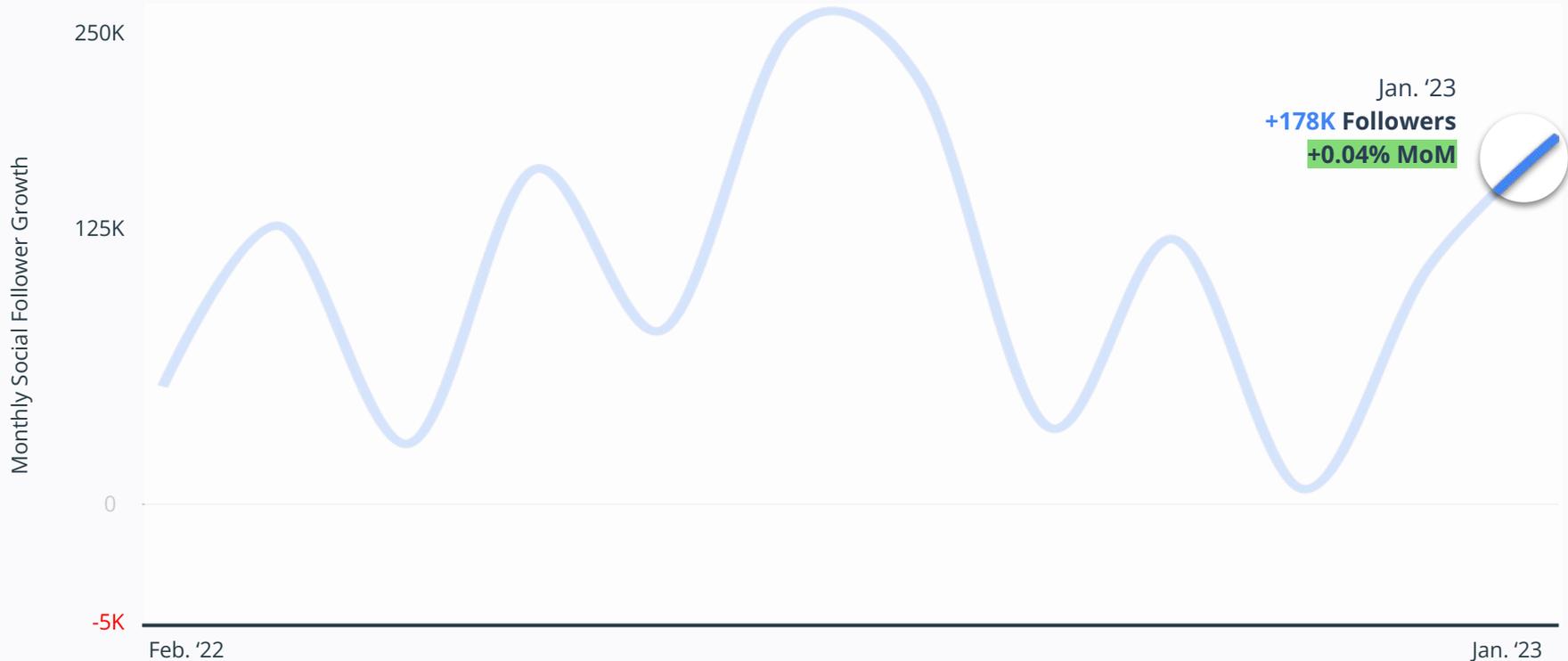


*Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A value of 50 means that the term is half as popular. A score of 0 means there was not enough data for this term.

During this time period, Monster saw an increase in web traffic, with January 2023 total monthly traffic increasing by **+16% MoM**.



In January 2023, Monster gained **+178K** followers — **+0.2%** more than average growth rate.



The launch was timed with Monster-sponsored events, such as the start of the 2023 Monster Energy AMA Supercross season and the 2023 X Games.

2023 Monster Energy AMA Supercross Championship
[Anaheim 1](#)



Jan. 7

Jan. 9



Monster Energy Zero Sugar
[News Release](#)

Monster Energy Zero Sugar Ad Campaign Launch



Jan. 13

@monsterenergy
[Launch Post](#)



Jan. 27

Jan. 27 - 29

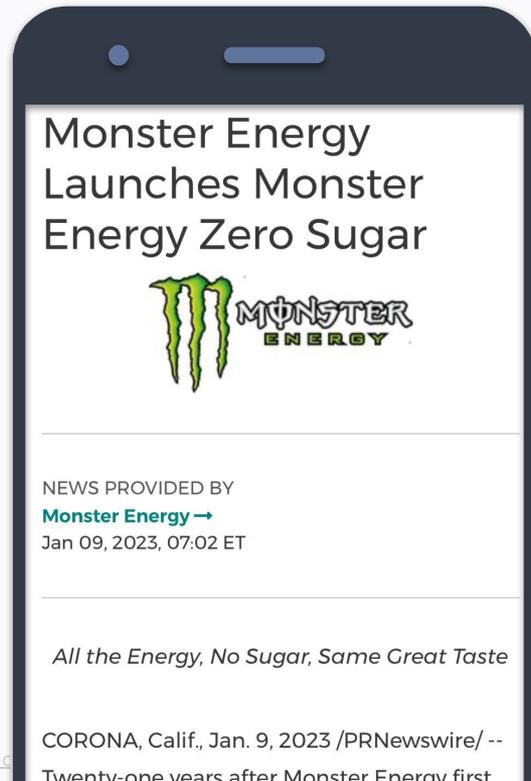


[X Games Aspen 2023](#)

*Timeline not to scale.

Monster unveiled its new product through a press statement and a full interactive Multichannel News Release.

Press Statement



Interactive Multichannel



Est. Traffic*:

2.3K

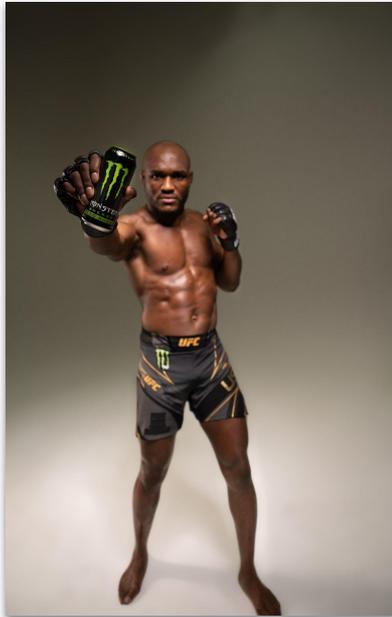
Key Tactics:

- ✓ Highlighting the USPs of the new product.
- ✓ Incorporating quotes for added credibility.
- ✓ Featuring strong brand images.
- ✓ Providing a clear call-to-action to encourage people to learn more.
- ✓ Using an interactive Multichannel News Release to enhance cross-channel promotion.

*Traffic estimate based on the total web traffic for prnewswire.com and the desktop traffic for the Monster's press release in January 2023.

The press release included 3 photos showcasing MMA fighter Kamaru Usman, Olympic snowboarder Chloe Kim, and motocross rider Axell Hodges with the new product.

Kamaru Usman



Chloe Kim



Axell Hodges



Key Tactics

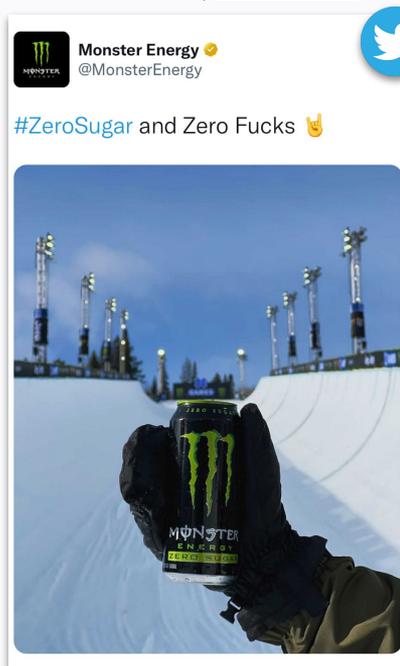
- ✓ Endorsement by athletes can enhance credibility and generate interest.
- ✓ The endorsements featured three distinguished athletes from vastly different sports, including MMA, snowboarding, and motocross. The athletes varied in age (22, 26, and 3) and genders.
- ✓ Including these high-profile athletes helps target a specific consumer group who are fans of the athletes and may be more likely to buy the product.

Monster debuted its new Zero Sugar product on Twitter, Instagram, and Facebook for the first time on January 27, coinciding with the start of the X Games.

Views: 102K | [Click to View](#)

Eng.: 51K | [Click to View](#)

Eng.: 2.7K | [Click to View](#)



Key Tactics

- ✓ The use of the phrase "Zero Fucks" in the caption is bold and edgy, which aligns with Monster Energy's brand personality.
- ✓ The post was shared on January 27, which coincided with the first day of the X Games.
- ✓ To enhance the visual appeal and organic feel of their launch post, Monster opted to showcase a hand holding the new Zero Sugar can against the backdrop of the Monster Superpipe rather than using the rendered image of the can that was featured in its ad campaign.

On both Instagram and Twitter, Monster's gaming channels published posts featuring Zero Sugar on [January 29](#) and [February 4](#):

Views: 20K | [Click to View](#)



Views: 4.2K | [Click to View](#)



Key Tactics

- ✓ The new product was launched on [@monstergaming](#) at different times than on [@monsterenergy](#) and featured unique images specifically targeting the gaming community.
- ✓ The [launch post](#) was published a day prior to Monster's [blog post](#), which garnered 195K views on Twitter. The second [Zero Sugar post](#) was shared just days before the start of the [IEM Katowice 2023](#), an event sponsored by Monster.
- ✓ The [second post](#) featured a photo of a Zero Sugar can and a caption that referenced Apex's skins, making it relevant and relatable to the gaming community.
- ✓ The captions for both posts were slightly different on Instagram (see [here](#) & [here](#)) compared to Twitter.

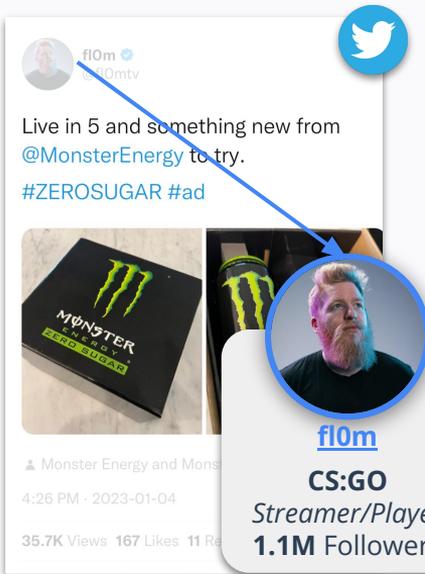
Monster provided product packages to streamers/players, who shared pictures of the new drink on their Twitter feeds. Monster Gaming then amplified these posts by retweeting them.

Views: 36K | [Click to View](#)

Views: 23K | [Click to View](#)

Views: 12K | [Click to View](#)

Views: 62K | [Click to View](#)

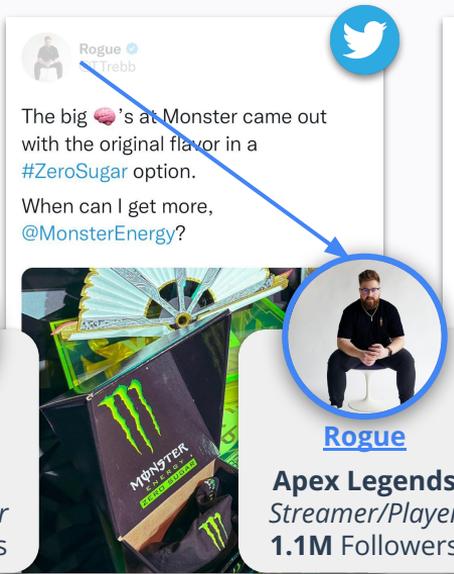


fl0m
@fl0mtv

Live in 5 and something new from @MonsterEnergy to try.
#ZEROSUGAR #ad




fl0m
CS:GO
Streamer/Player
1.1M Followers

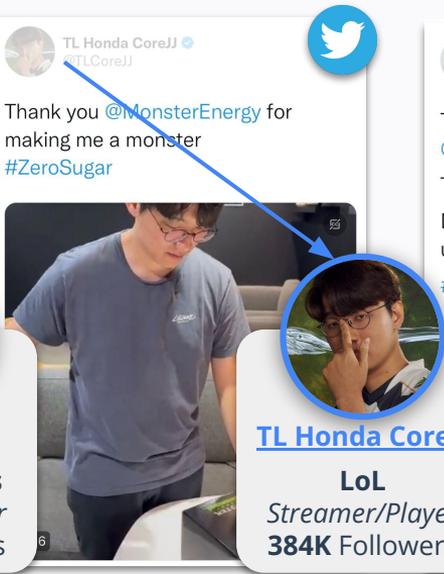


Rogue
@Trebbs

The big 🍷's at Monster came out with the original flavor in a #ZeroSugar option.
When can I get more, @MonsterEnergy?

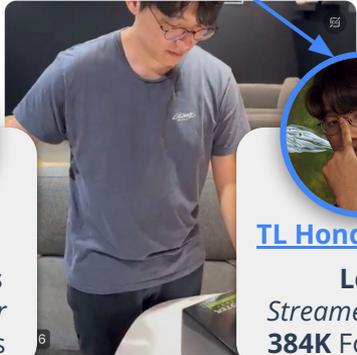



Rogue
Apex Legends
Streamer/Player
1.1M Followers

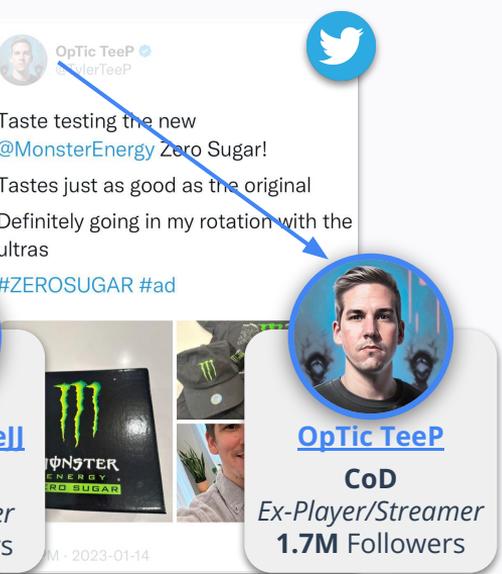


TL Honda CoreJJ
@TLCoreJJ

Thank you @MonsterEnergy for making me a monster
#ZeroSugar




TL Honda CoreJJ
LoL
Streamer/Player
384K Followers



OpTic TeeP
@OpTicTeeP

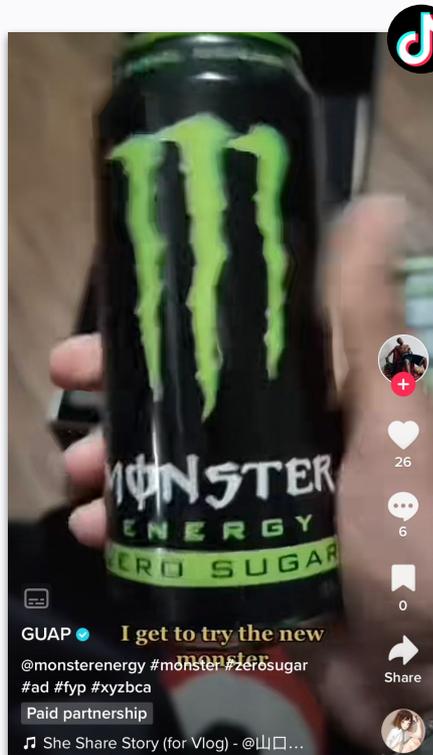
Taste testing the new @MonsterEnergy Zero Sugar!
Tastes just as good as the original
Definitely going in my rotation with the ultras
#ZEROSUGAR #ad



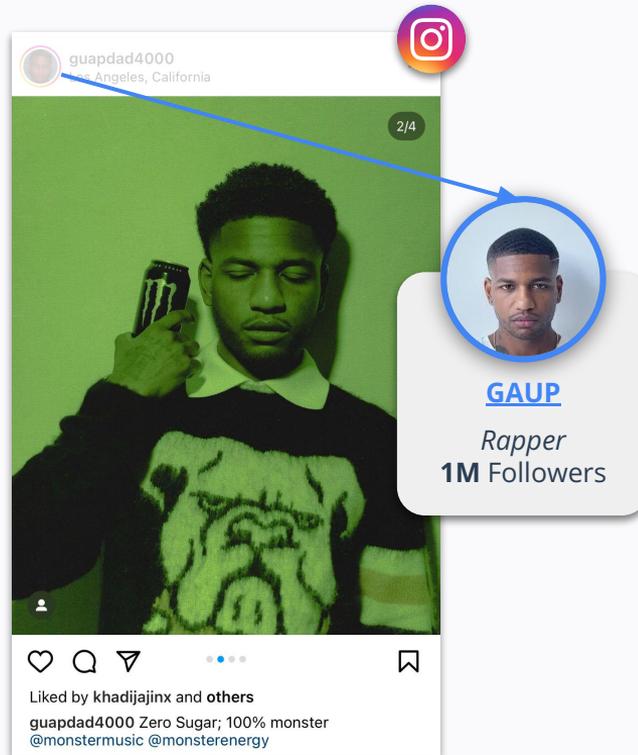


OpTic TeeP
CoD
Ex-Player/Streamer
1.7M Followers

Monster collaborated with the rapper, [GAUP](#), who endorsed the product on his Instagram and TikTok profiles, expanding its reach to his 1M+ following.



Views: 2K | [Click to View](#)



Views: 7.5K | [Click to View](#)

Key Tactics

- ✓ The **PR Kit** included a card that emphasized the influencer's **exclusive opportunity** to become an official **taste tester** of the new Monster Energy Zero Sugar product. The message also highlighted the **unique selling points** of the product and urged influencers to **showcase it to their followers** by using the **#ZEROSUGAR hashtag** and tagging **@monsterenergy**.
- ✓ **Unboxing**: GAUP's video shows him unboxing the Zero Sugar PR kit, showcasing the merch that came in the package.

Additionally, Monster sent the Zero Sugar product packages to nano, micro and mid influencers varying from Musicians, to Fitness Coaches and a Monster Girl.

Views: 3.9K | [Click to View](#)



The new zero sugar monster tastes just like the OG one! @monstermusic @monsterenergy #zerosugar @stitchedupheart



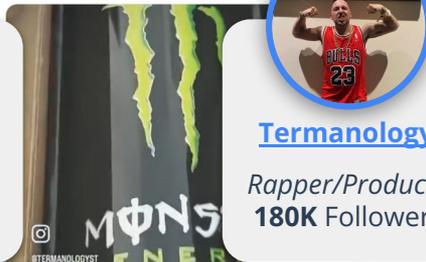
Mixiofficial

Musician
257K Followers

Views: 1.1K | [Click to View](#)



Shout out to @monsterenergy this new #ZeroSugar can is bussin bussin 🍷🍷 Don't believe me? Try it yourself!!! @monstermusic @StatikSelekt #MonsterEnergy #MonsterMusic #ZeroSugar #GoodDadGang



Termanology

Rapper/Producer
180K Followers

Views: 21 | [Click to View](#)



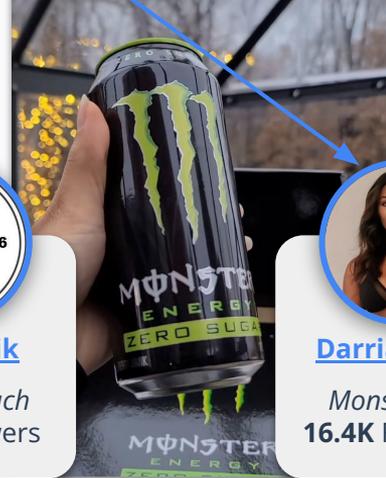
Thank you @MonsterEnergy for the care package! Excited to try the OG flavor in #zerosugar! I appreciate you guys always thinking of me



Matt Weik

Fitness Coach
7.1K Followers

Views: 757 | [Click to View](#)



Darrian Arch

Monster Girl
16.4K Followers



2023 Monster Energy AMA Supercross Championship

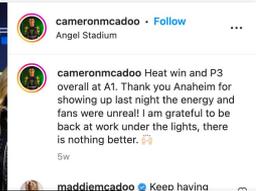
Monster athletes posed with new Zero Sugar cans during the 2023 Monster Energy Supercross Championship.

In the [2023 Monster Energy AMA Supercross Championship](#), athletes sponsored by Monster have been captured posing on the podium with a Zero Sugar can, with the presence of "Monster girls" promoting the new product as well. The trend began at Anaheim 1 on January 7, where the riders were photographed holding the Zero Sugar cans a day prior to its official release.

- ✓ **Anaheim 1** — the 2023 season opener had a P2+ rating of 197, ranking 64 of the [Top 150 Original Cable Telecasts](#) for January 7, 2023.
- ✓ **Monster-sponsored athletes** account for **47%** of the riders competing in the 2023 Monster Energy AMA Supercross Championship*.



[Click to View](#)



[Click to View](#)



[Click to View](#)



*Based on the riders featured on the 450 & 250 [rider pages](#).

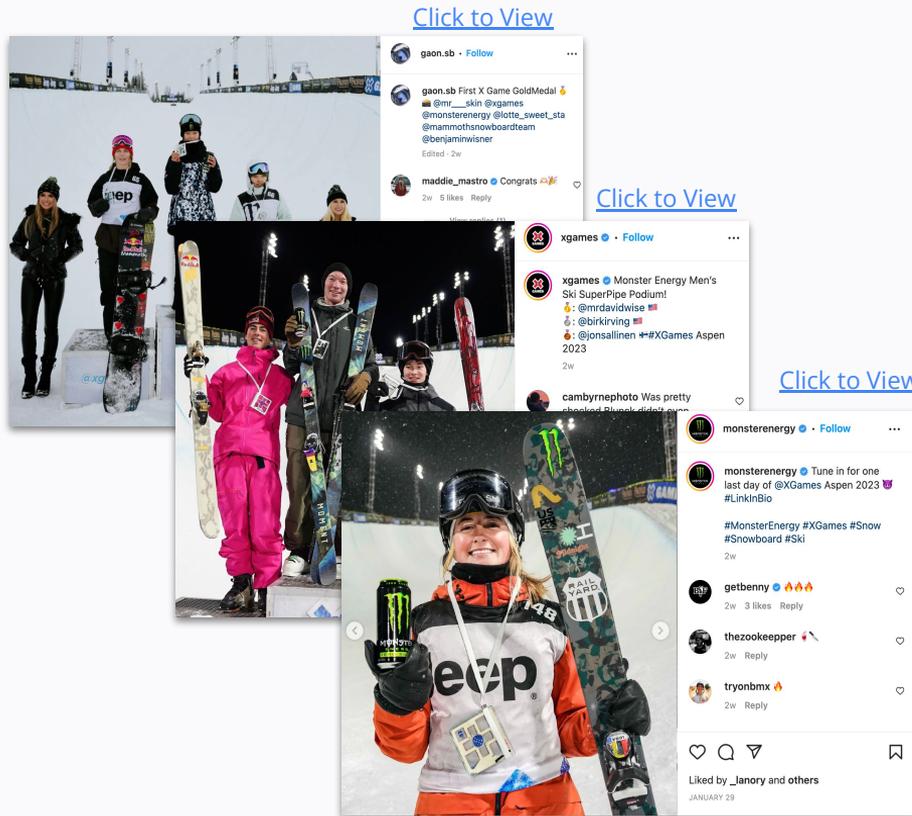


X Games Aspen 2023

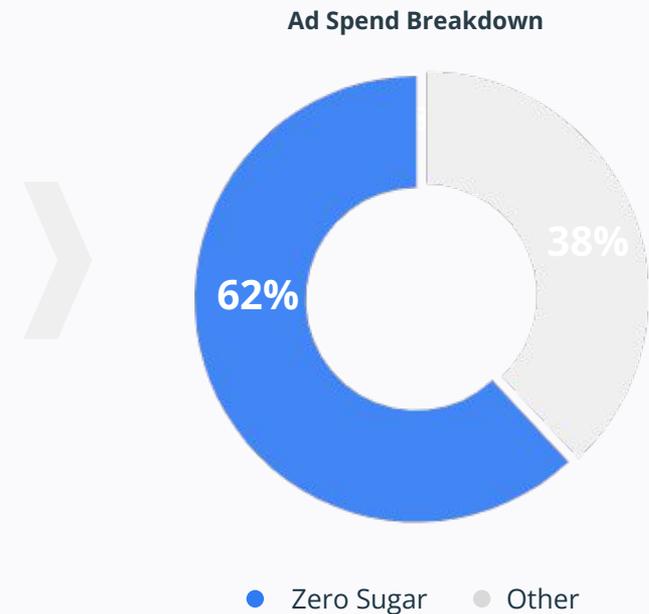
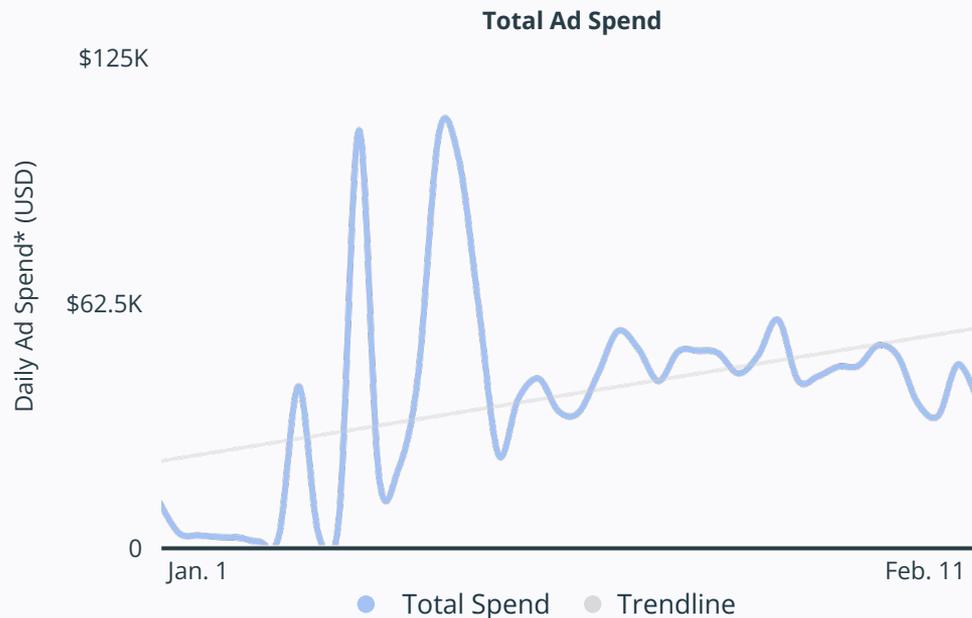
Monster athletes elevated brand awareness by showcasing the new product at the X Games from Jan. 27-29, 2023.

At the 2023 Aspen X Games, Monster athletes promoted the new Zero Sugar product on the podium, attracting the attention of thousands of fans in the audience and millions of viewers worldwide. Including the can in these podium moments resulted in increased exposure with the [X Games](#), [athletes](#), and [fans](#) sharing photos on their social channels.

- ✓ From Jan. 25 - Feb. 14, 2023, **"X Games" videos** have generated over **34.4M** views* and over **2K** video uploads.
- ✓ For the 2023 men's and women's ski and snowboard **Superpipe events**, Monster held the **title sponsorship**.

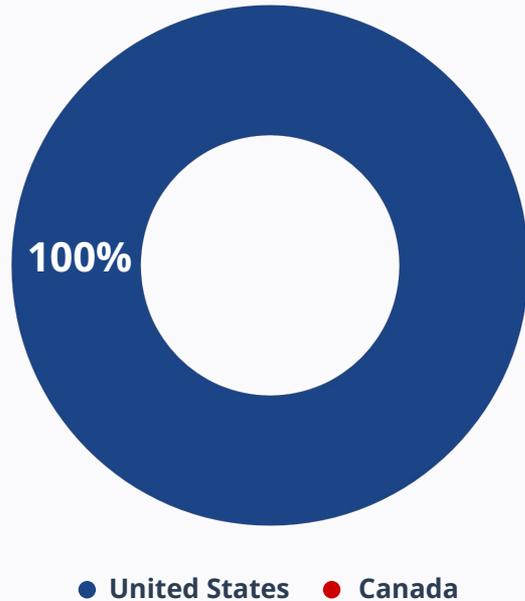


Between January 1, and February 11, Monster allocated an average of **\$37K per day** on digital ads, resulting in a total spend of **\$1.5M**. Out of this amount, **\$960K**, which accounts for **62%** of the total spend, has been dedicated to ads for **Zero Sugar**.



*Ad spend includes US & Canada. US spend includes Facebook, Instagram, Twitter, OTT, TikTok, Display, & YouTube. Canada spend includes Facebook, Display & YouTube. Search not included. Daily Ad Spend includes all ad campaigns. Spend is a directional approximation and does not include retargeting, or behavioural targeting.

Zero Sugar Campaign Spend by Country



Of Monster's \$960K spend on Zero Sugar ads, 100% was allocated in the United States, as the product is not yet available in **Canada.**

*Ad spend includes US & Canada in USD. US spend includes Facebook, Instagram, Twitter, OTT, TikTok, Display, & YouTube. Canada spend includes Facebook, Display & YouTube. Search not included. Spend is a directional approximation and does not include retargeting, or behavioural targeting.



Channel	Budget
● Snapchat	\$367K (38%)
● Instagram	\$340K (36%)
● Facebook	\$158K (16%)
● TikTok	\$85K (9%)
● Display	\$9.6K (1%)

Of Monster's \$960K spend on Zero Sugar ads, 38% (\$367K) was allocated to Snapchat ads, followed by Instagram at 36% (\$340K).

*Ad spend includes US & Canada in USD. US spend includes Facebook, Instagram, Twitter, OTT, TikTok, Display, & YouTube. Canada spend includes Facebook, Display & YouTube. Search not included. Spend is a directional approximation and does not include retargeting, or behavioural targeting.



Snapchat Ads

Monster allocated \$367K on Zero Sugar Story Post ads on Snapchat with the headline “New Monster Zero Sugar. Buy Now!”*

Key Tactics

- ✓ **Ad copy is short, simple, and effective.** It conveys the message clearly and directly, while also creating a sense of urgency.
- ✓ Monster decided to dedicate the **majority of its advertising budget** for promoting Zero Sugar on **Snapchat**, a platform that is particularly popular among **younger generations**, particularly those in the **Gen Z demographic**.



Snapchat Spend:
\$367K

Snapchat Impressions:
63M

Snapchat CPM:
\$5.8

**Currently only Snapchat ad copy is available.*

Ad spend includes US & Canada in USD. Spend is a directional approximation and does not include retargeting, or behavioural targeting.



Instagram/Facebook Ads

Monster allocated almost **\$500K** to promote this [video ad](#) on Facebook and Instagram, with **\$340K** on Instagram and **\$158K** on Facebook.

Key Tactics

- ✓ **Instagram's CPM** was **13%** lower compared to Facebook.
- ✓ Although the ad displayed **AMAZON.COM** as the **visible URL**, it directed users to a [MikMak page](#) which refers people to where they can purchase the product.
- ✓ **The attention-grabbing headline** "Zero Sugar with that big bad Monster buzz?" conveys the **key selling point** of the product - providing the same energy boost as regular Monster Energy drinks, but with zero sugar.

Monster Energy
Yesterday at 8:44 PM · 🌐

"Zero Sugar with that big bad Monster buzz?" Yeah, it's right here. Introducing Monster Energy Zero Sugar. 100% Monster. Zero Sugar. Available now.

ZERO SUGAR

BUY NOW

AMAZON.COM
Try Zero Sugar 🍷

SHOP NOW

Instagram Spend:
\$340K

Instagram Impressions:
50M

Instagram CPM:
\$6.8

Facebook Spend:
\$158K

Facebook Impressions:
20M

Facebook CPM:
\$7.8

[Click to View](#)

TikTok Ads

Monster allocated \$85K to [this](#) 15-second TikTok ad that effectively highlighted the product's key selling point and included a strong CTA.

Key Tactics

- ✓ **The side-by-side visual** of the new Monster Zero Sugar can next to the original effectively conveys the product's key selling point of providing the same taste and energy boost as the original, but with zero sugar.
- ✓ **The ad's strong call-to-action**, "Buy it now," creates a sense of urgency and encourages immediate engagement with the brand.
- ✓ **The ad's CPM was \$9.8**, slightly below the platform's estimated average [CPM of \\$10.0](#).



TikTok Spend:
\$85K

TikTok Impressions:
8.6M

TikTok CPM:
\$9.8

[Click to View](#)

