



Q2 2023

Activation Breakdown™

How Monster Energy Drove Over 7M Views with Gaming-Related Content

OWNED CHANNELS

EARNED CHANNELS

APP

WEBSITE

FACEBOOK

Purpose of This Research

Uncover Monster Energy's content and marketing approach for engaging the gaming audience online:

- ✓ **Evaluate key partnerships and sponsorships**
- ✓ **Analyze successful gaming-related content**
- ✓ **Examine product collaborations and in-game partnerships**

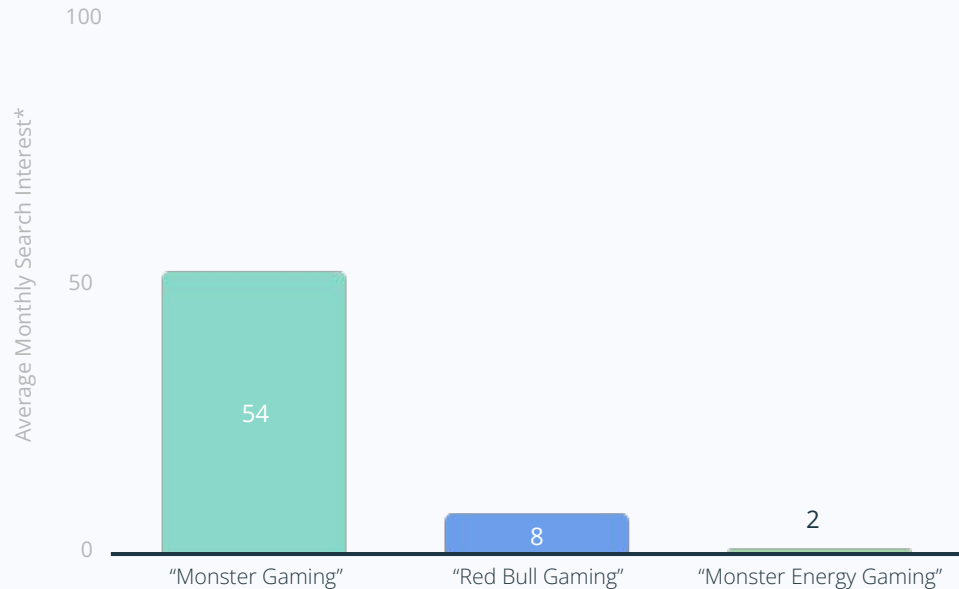
Key Takeaways

Insights	Recommendations	Further Research
✓ Monster has yet to share any gaming-related content on its TikTok.	Utilize white space opportunity on TikTok to reach the gaming community.	Social Content Opportunity Analysis™ will uncover the content themes resonating with gamers on TikTok.
✓ Monster globally sponsors streamers with small and large followings from 9M to 71K.	Collaborate with streamers ranging from mega to mid-tier levels to boost engagement in the gaming community.	Influence Identifier™ to identify influential streamers with a strong impact in the gaming community.
✓ Monster appears to have cut ties with all of its sponsored eSports teams , with the exception of Team Liquid.	There's opportunity to work with the top 5 teams: FaZe Clan, TSM, Fnatic, OpTic Gaming & Natus Vincere — they attract 69% of viewers, yet lack energy drink sponsorships.	Partnership Channel Scan™ focusing on Monster's partnership with Team Liquid to uncover what's working and what's not working, to help inform your own strategy.
✓ Monster and ESL Gaming expanded their partnership to include mobile gaming and esports.	i) Team up with top eSports event organizers such as Riot Games, Garena and Tencent. ii) Look for opportunities to expand reach in the mobile gaming sector such as the ML:BB Professional League .	Activation Breakdown™ taking apart Monster's collaboration with ESL to fully grasp the impact of this partnership and create a replicable blueprint for growth.
✓ Monster's Apex Legends collaboration campaign drove over 3M web visits with its charity tournament generating 38% of Monster Gaming's total video views.	Leverage game partnerships to boost engagement, sales and reach new gamers. Promote campaigns with exclusive in-game items, giveaways, and charity tournaments .	Activation Breakdown™ thoroughly analyzing the Monster x Apex Legends 2022 campaign, determining what contributed to its success and what didn't work well.
✓ Team Liquid hosted the ' Monster Morning ' show on Monster's Twitch account resulting in over 63K hours watched.	Host " takeovers " on your brand's channels using eSports partners.	Social Content Opportunity Analysis™ to help identify content creation possibilities on Twitch that strongly connect with the gaming audience.

Gaming Engagement Benchmark

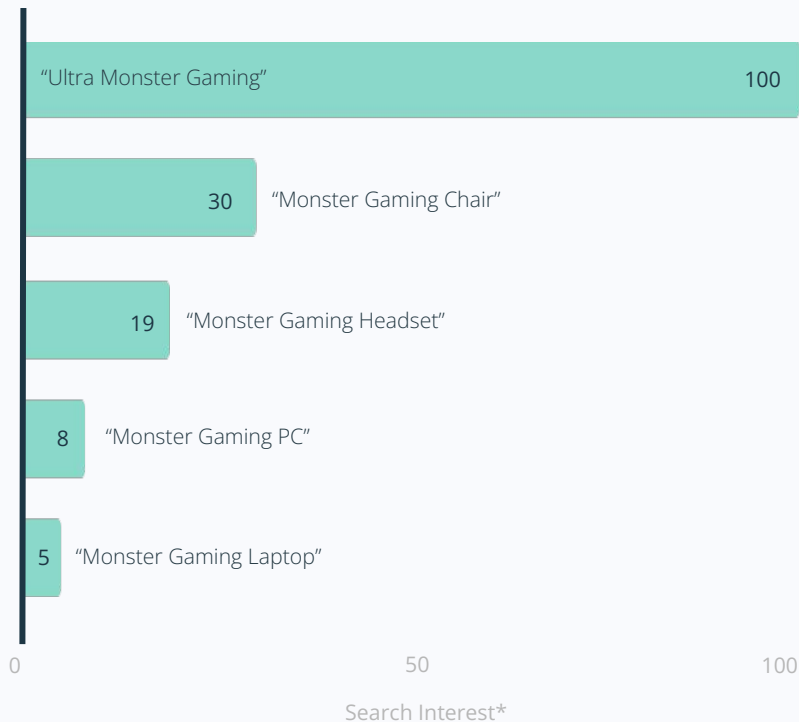


“Monster Gaming” is searched for a lot more than **“Red Bull Gaming”**
or **“Monster Energy Gaming”**...



*Worldwide monthly search interest from Oct. '21 to May '23. Search interest is relative. 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.

"Monster Gaming"
People Also Search

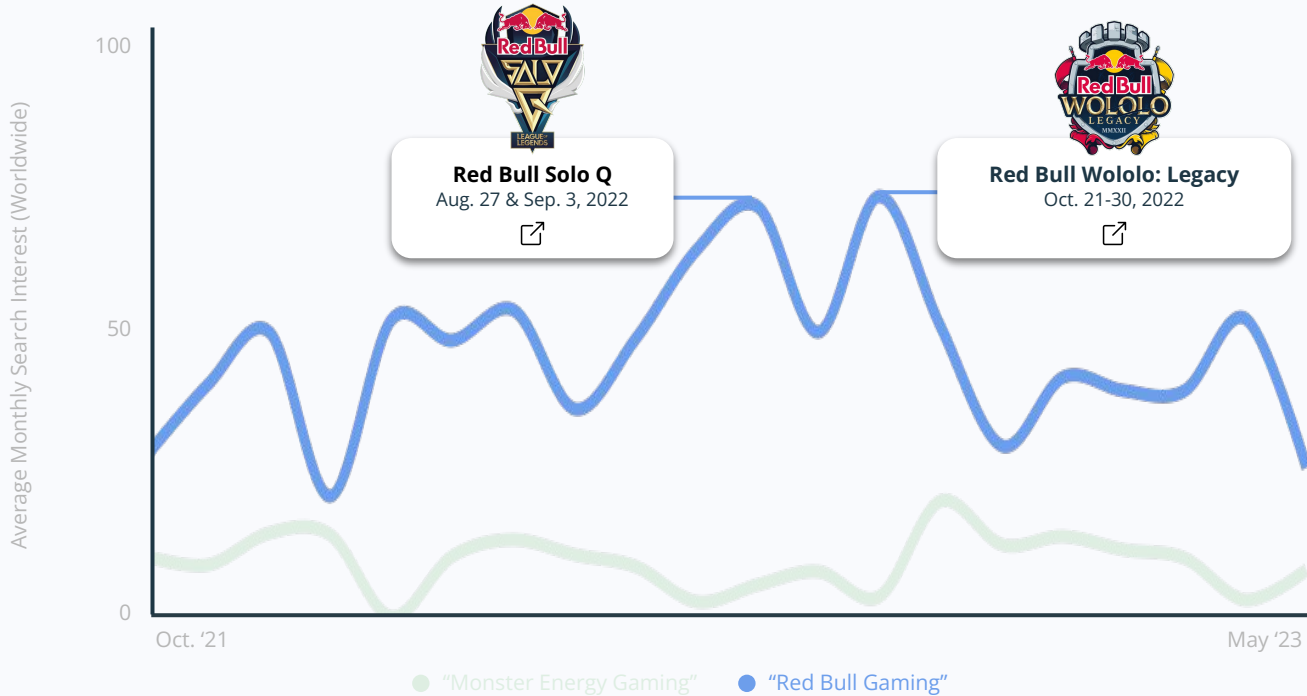


...This is because
"Monster Gaming" is
connected to more
things than just the
drink, which we can see
from the other search
terms that people use
along with it.

*Normalized search interest from Oct. '21 to May '23. Search interest is relative. 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.

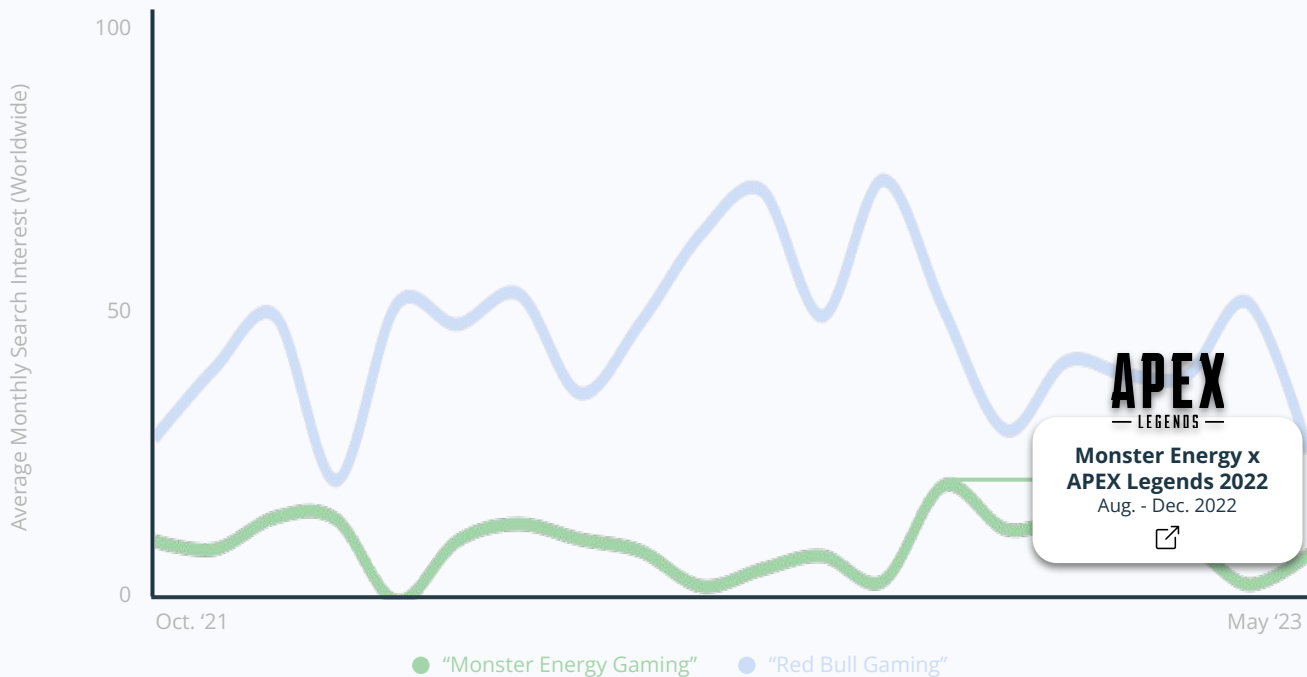
"Red Bull Gaming" is searched 5x more than "Monster Energy Gaming" on average.

Interest peaked for "Red Bull Gaming" in August and October 2022 due to the following events:



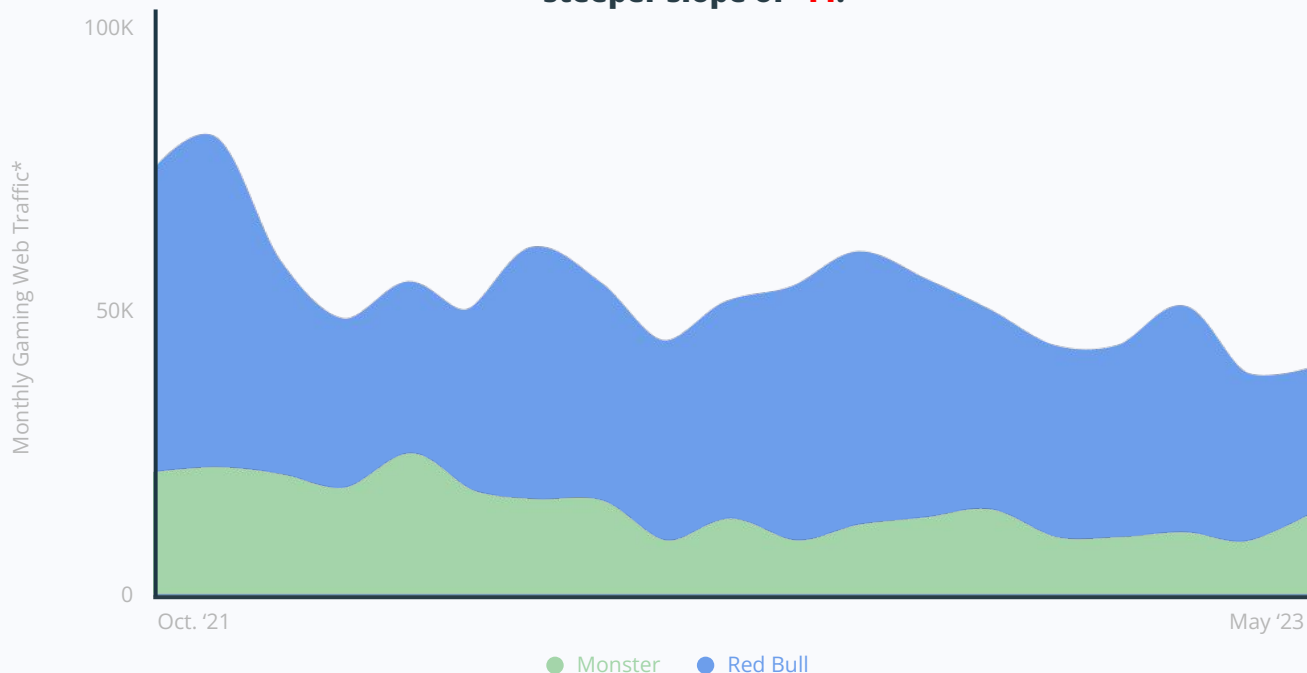
"Monster Energy Gaming" interest peaked in November 2022.

Coinciding with its "Monster Energy x APEX Legends 2022" initiative.



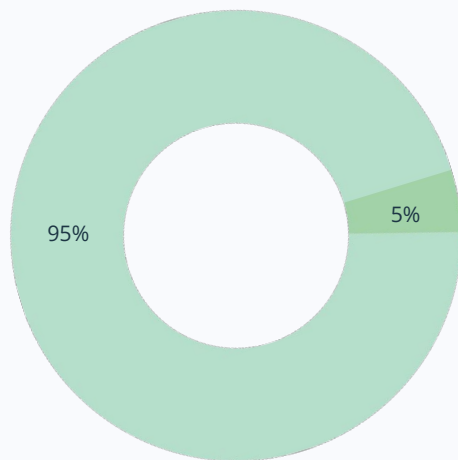
Red Bull's gaming pages attract 4X the web traffic compared to those of Monster.

Both brands experienced a gaming traffic decline, with **Monster's** at slope of **-23** and **Red Bull's** at a steeper slope of **-44**.



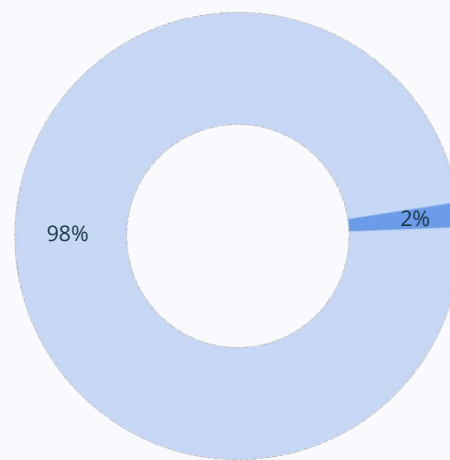
A larger portion of **Monster's** total web traffic goes to its gaming pages than **Red Bull's**.

Web Traffic Breakdown*



Monster Gaming (5%)

Monster Non-Gaming (95%)



Red Bull Gaming (2%)

Red Bull Non-Gaming (98%)

Gaming Strategy Breakdown



Monster's gaming strategy can be broken down into the following categories:

↙ Click to jump to section

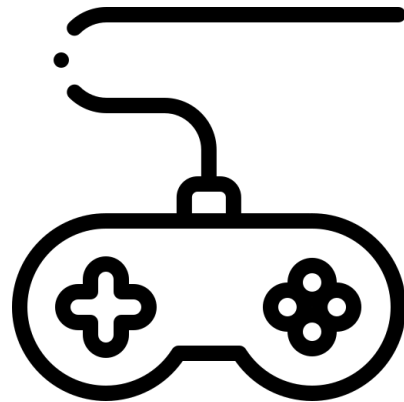
- ✓ **Organic Content:** Sharing gaming content on Monster's social media accounts.
- ✓ **Sponsored Teams:** Sponsoring the eSport team, Team Liquid.
- ✓ **Sponsored Streamers:** Collaborating with popular gaming content creators on YouTube and Twitch.
- ✓ **Sponsored Events:** Sponsoring significant eSport events and partnering with ESL Gaming.
- ✓ **Game Partnerships:** Collaborating with Apex Legends for in-game interactions and tournaments.
- ✓ **Game-Related Advertising:** Monster allocated \$4.7M towards gaming ads (Oct. '22 - Apr. '23).

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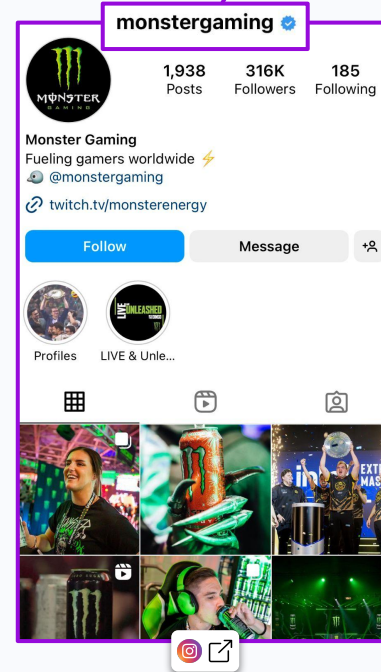
- ✓ Organic Content: Sharing gaming content on Monster's social media accounts.
- ✓ Sponsored Teams: Sponsoring the eSport team, Team Liquid.
- ✓ Sponsored Streamers: Collaborating with popular gaming content creators on YouTube and Twitch.
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- ✓ Game Partnerships: Collaborating with Apex Legends for in-game interactions and tournaments.
- ✓ **Game-Related Advertising:** Monster allocated \$4.7M towards gaming ads (Oct. '22 - Apr. '23).

Check out the [Advertising Channel Scan™](#)

Organic Content Breakdown

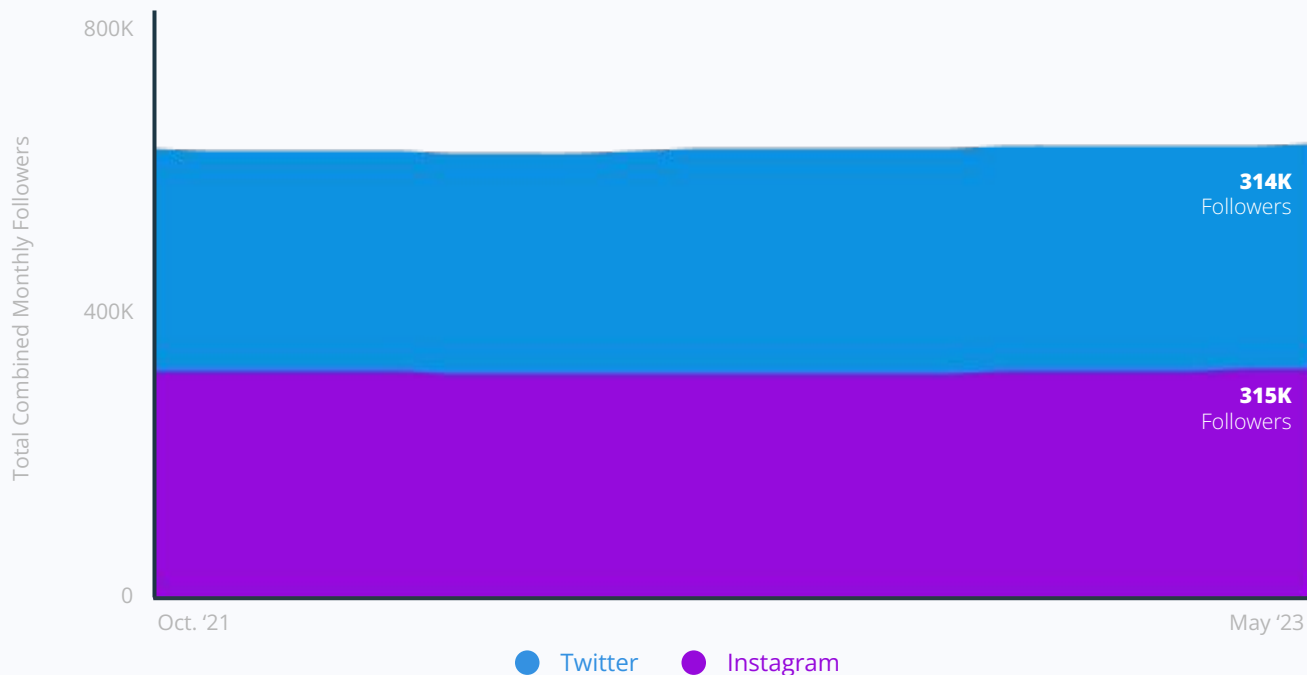


Monster runs gaming social accounts (@monstergaming) on Twitter and Instagram.

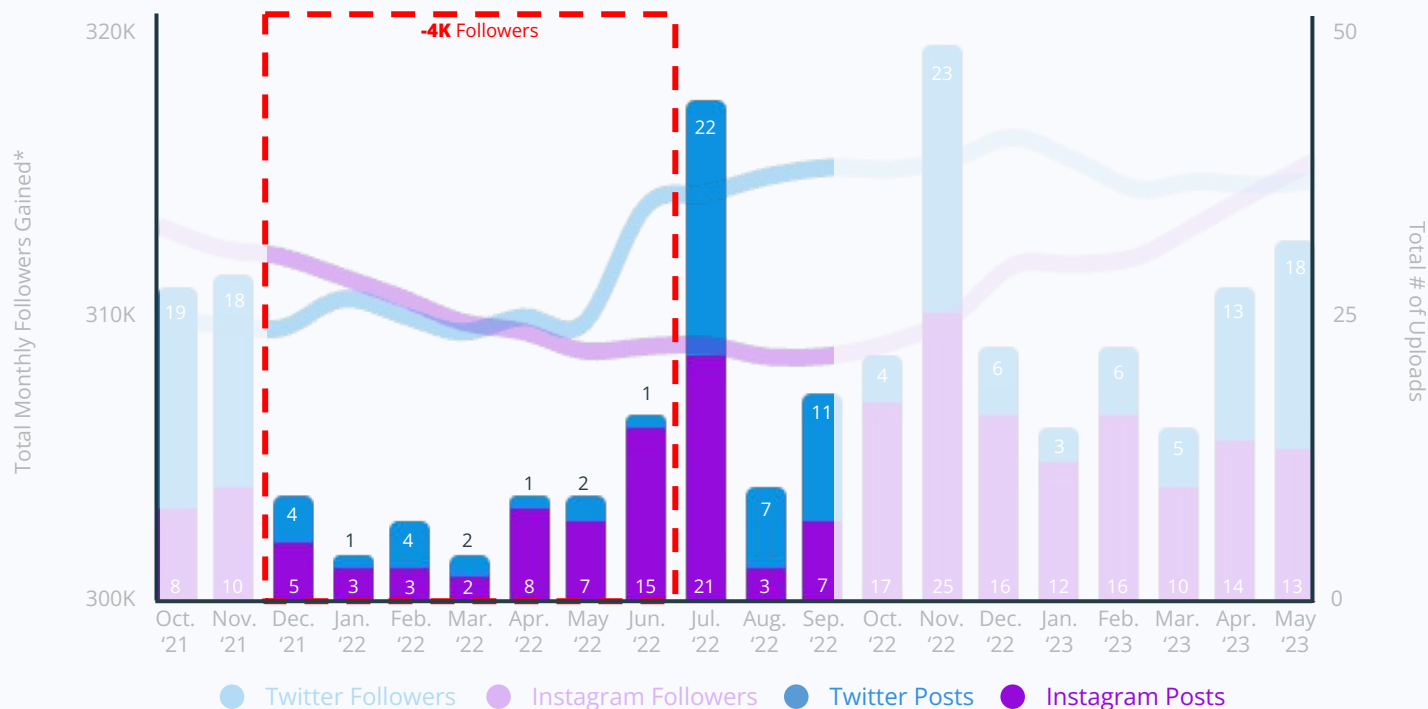


These gaming accounts have a combined following of 630K, split roughly equally between the two platforms.

From October 2021 to May 2023, follower growth was insignificant, with a total increase of just **+1.3%**.

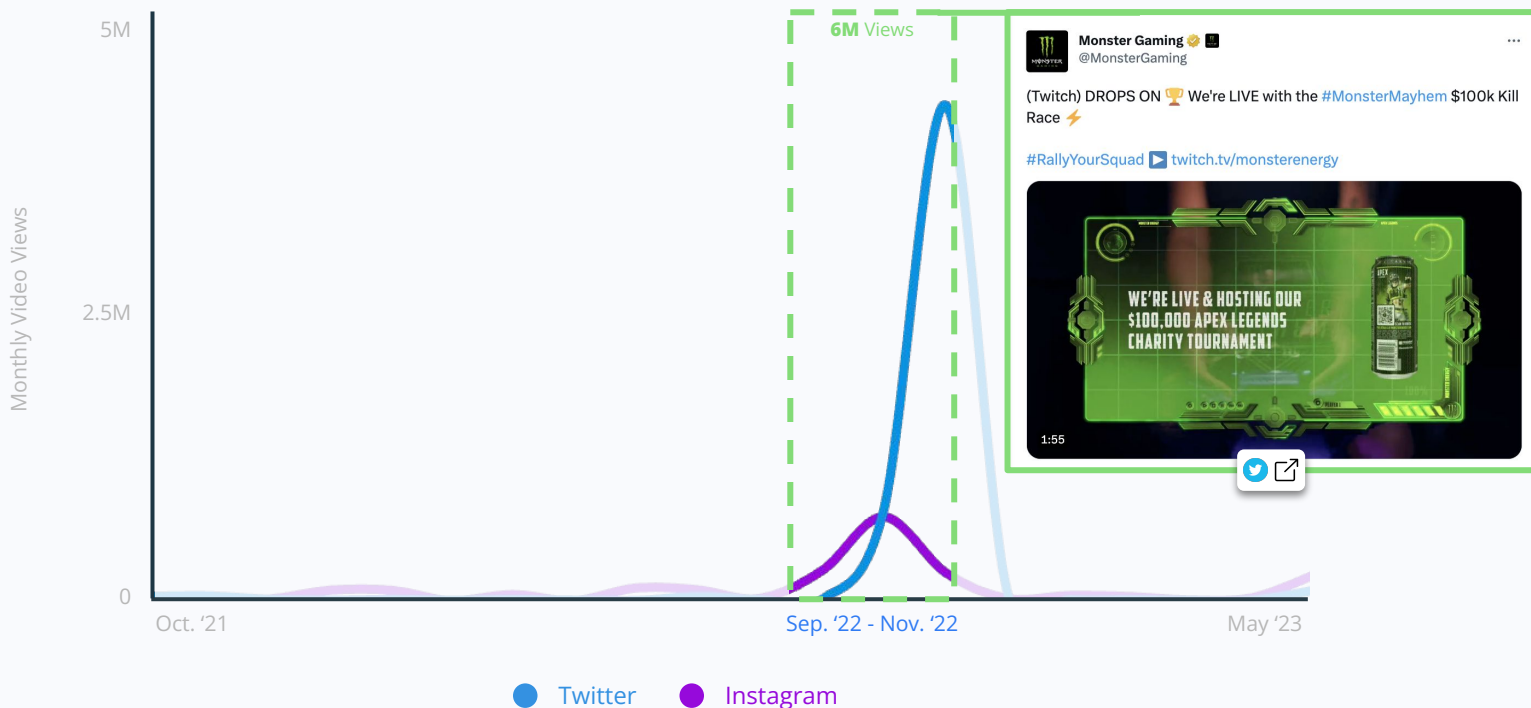


The gaming accounts lost **-4K followers** from December 2021 to June 2022 due to a post cadence that was 43% lower than average.



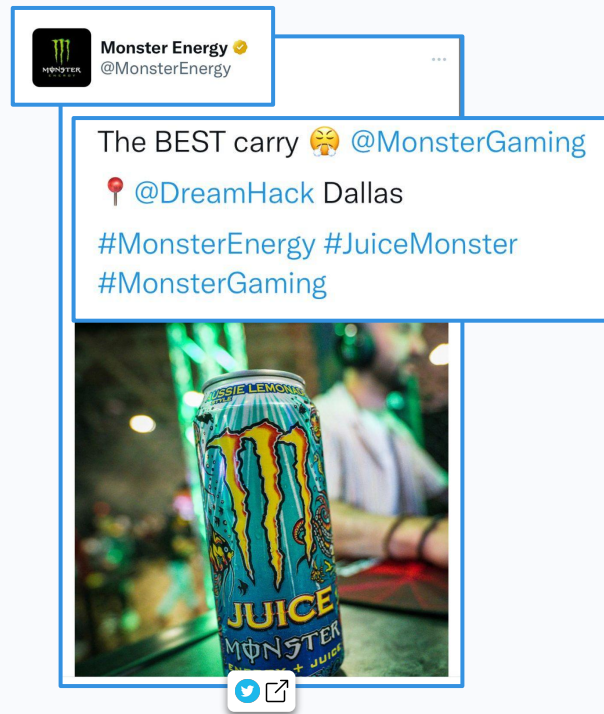
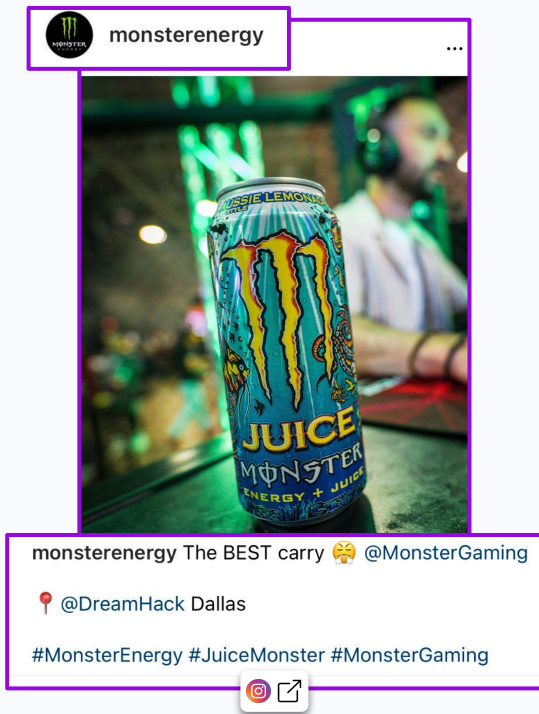
Partner with charities to host **live gaming tournaments**.

The [Monster Mayhem](#) Apex charity tournament in November 2022 generated 38% of Monster Gaming's total video views.

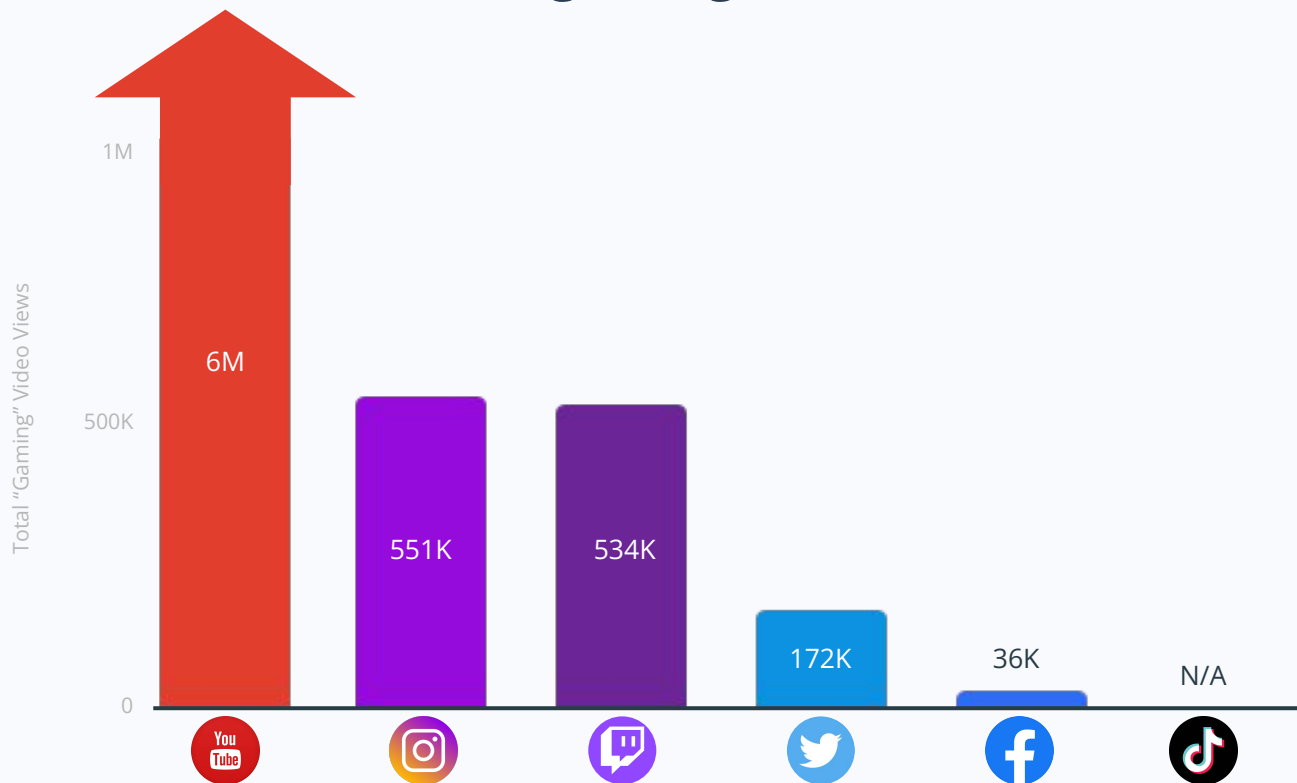


Utilize **main brand accounts** to reach the gaming audience.

Monster Energy's main accounts also posts gaming-related content, with posts often tagging [@monsterenergy](#) and using the hashtag [#monstergaming](#).

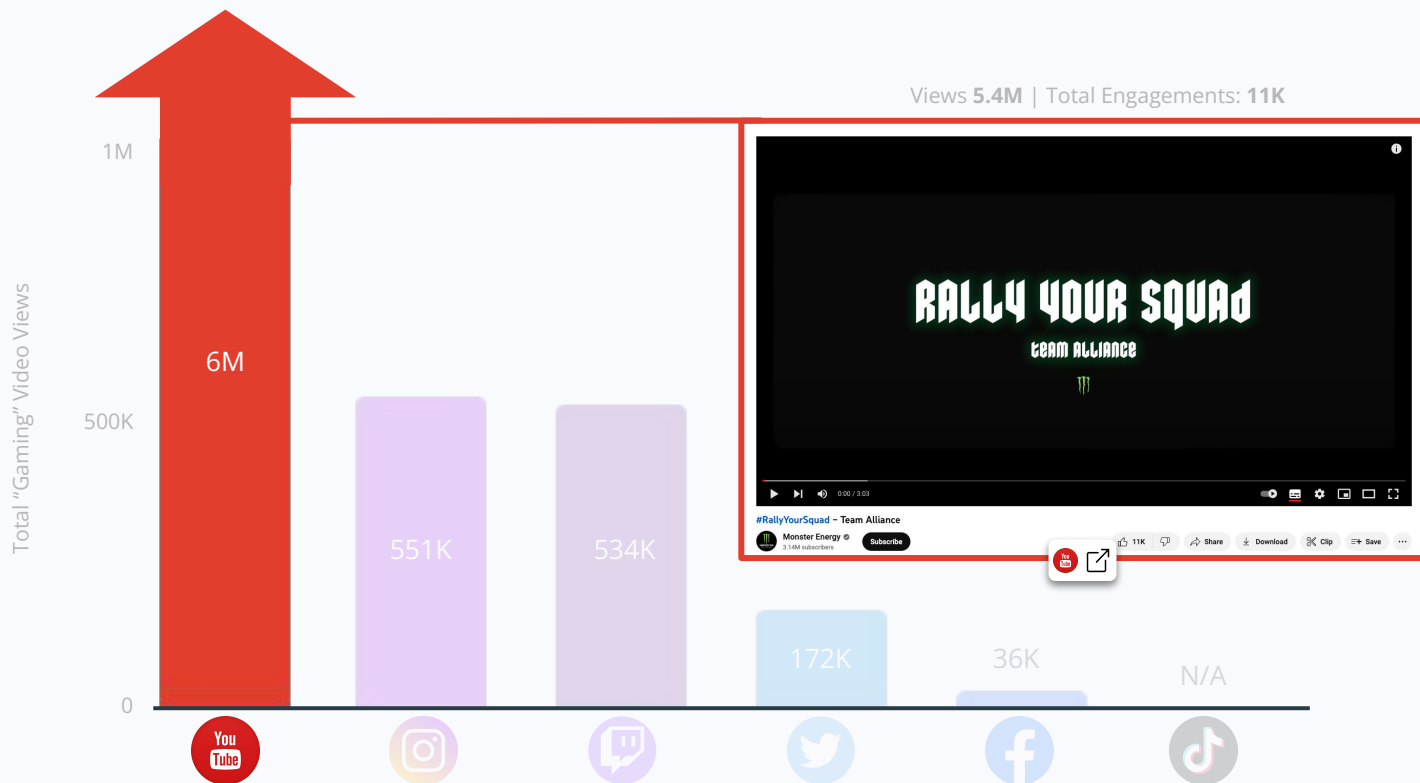


Monster's main accounts (@monsterenergy) generated over 7M views on gaming-related content.



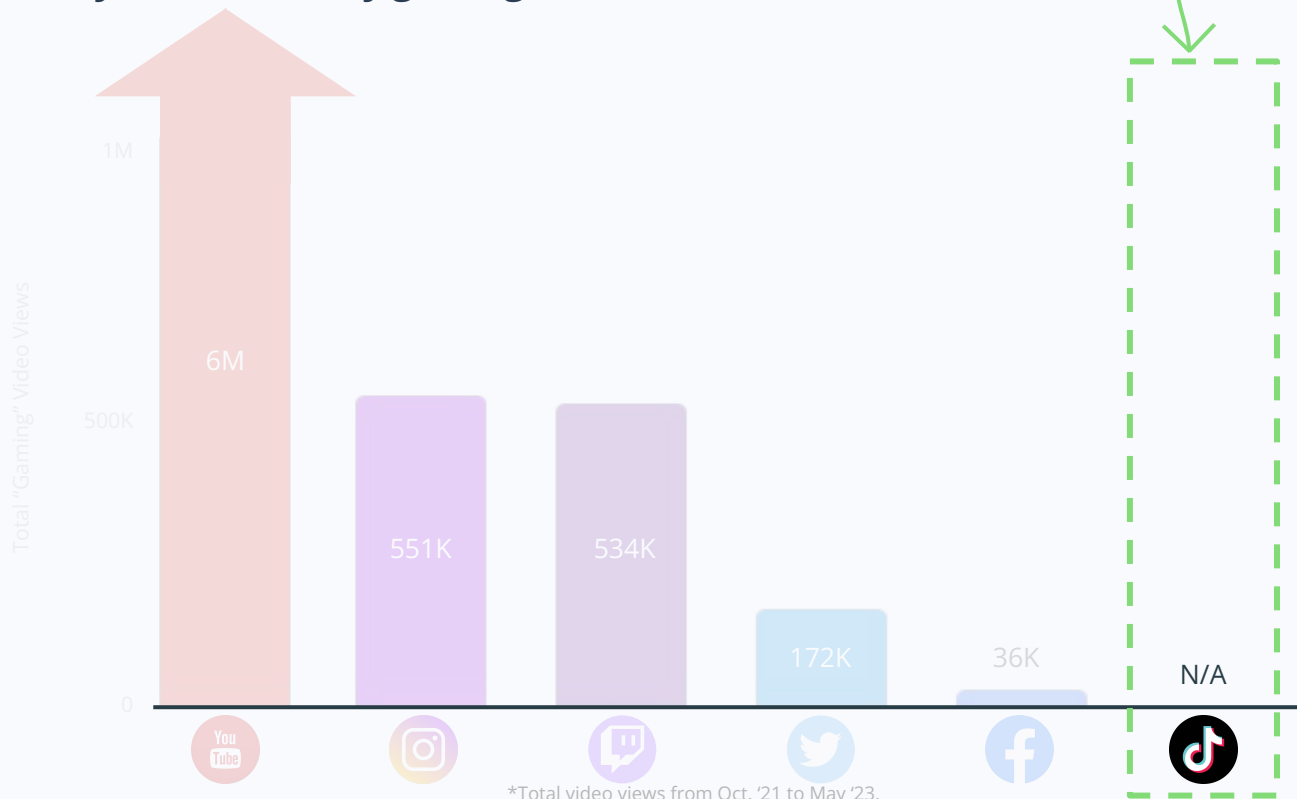
Highlight sponsored gaming teams' **journeys to success.**

The "**#RallyYourSquad - Team Alliance**" YouTube video made up 79% of Monster Energy's total gaming views.



Utilize **white space opportunity on TikTok** to reach the gaming community.

Monster has yet to share any gaming-related content on its TikTok.



Sponsored Streamers Breakdown



Monster sponsors the following streamers, with a combined total audience over 30M:

[Sc0ut](#)

9M Followers

[Tyler TeeP](#)

2M Followers

[Kubx](#)

983K Followers

[Saju](#)

391K Followers

[Skyrroz](#)

4M Followers

[Pago](#)

2M Followers

[Zeta Division](#)

702K Followers

[Khonviction](#)

214K Followers

[LuluLuvely](#)

4M Followers

[Rogue](#)

1M Followers

[Renée](#)

663K Followers

[Ambush](#)

182K Followers

[Iericho](#)

3M Followers

[FI0m](#)

1M Followers

[Kubon](#)

514K Followers

[Kiiissa](#)

123K Followers

[AchilleFPS](#)

71K Followers

Partner with diverse streamers, from mega, macro to mid-tier.

Monster sponsors streamers who cater to a diverse crowd, with their follower count stretching from more than 9M to a modest 71K.

[Sc0ut](#)

9M Followers

[Tyler TeeP](#)

2M Followers

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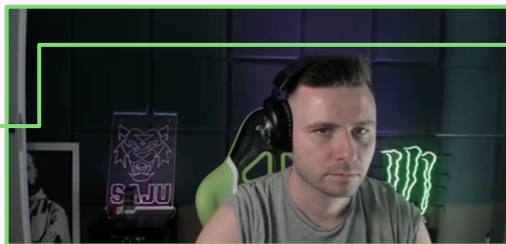
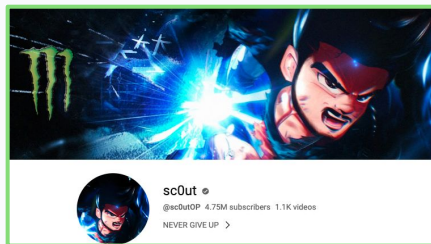
71K Followers

Sponsored Streamers Tactics



Leverage every part of a sponsored streamer's platform.

Monster strategically places its brand on sponsored streamers' platforms to increase brand visibility within the gaming community.



✓ Display **logo on streamer's digital assets** such as banners and headers.

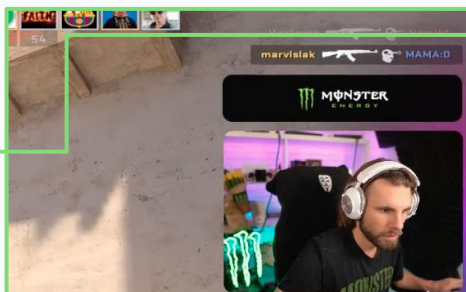
✓ Feature **branded items** like a fridge or neon sign in the streamer's background.



✓ Encourage streamers to **wear branded merch** during streams.



✓ Include the brand's gaming handle in the **streamer's bio**.



✓ Feature the logo in **stream pop-ups or frames**.

Encourage streamers to share their **personal stories** to connect with their audience.

Monster uses streamers to share unique content and personal stories related to their products.



✓ Use your **brand's unique colours** in sponsored posts to catch the eye and help people remember your brand.

✓ Connect with your audience on a **deeper level** by sharing personal stories, like [AchilleFPS'](#) success as Monster's gaming athlete as a French Canadian.

✓ Make the most of sponsored posts to **promote** upcoming gaming events and tournaments.

Leverage sponsored streamers' channels to show off new products through **PR package unboxing**.

Monster leverages its network of sponsored streamers to promote new product launches.

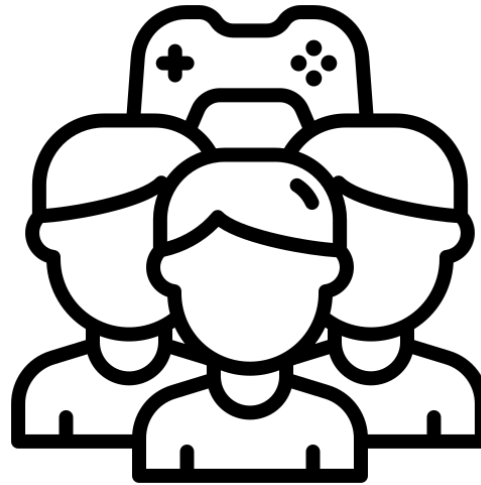


Plan a campaign where **streamers show new products**, tag your brand. Repost this content on your gaming branded accounts.



Deliver new product packages to sponsored streamers and ask them to include the **'unboxing' experience** in their posts.

Sponsored Teams Breakdown



Monster appears to have cut ties with all of its sponsored eSports teams that were identified in November 2021*, with the exception of Team Liquid.

Alliance

Partner since ~2016

Evil Geniuses

Partner since 2015

fnatic

Partners since 2015

Team Liquid

Partners since 2016

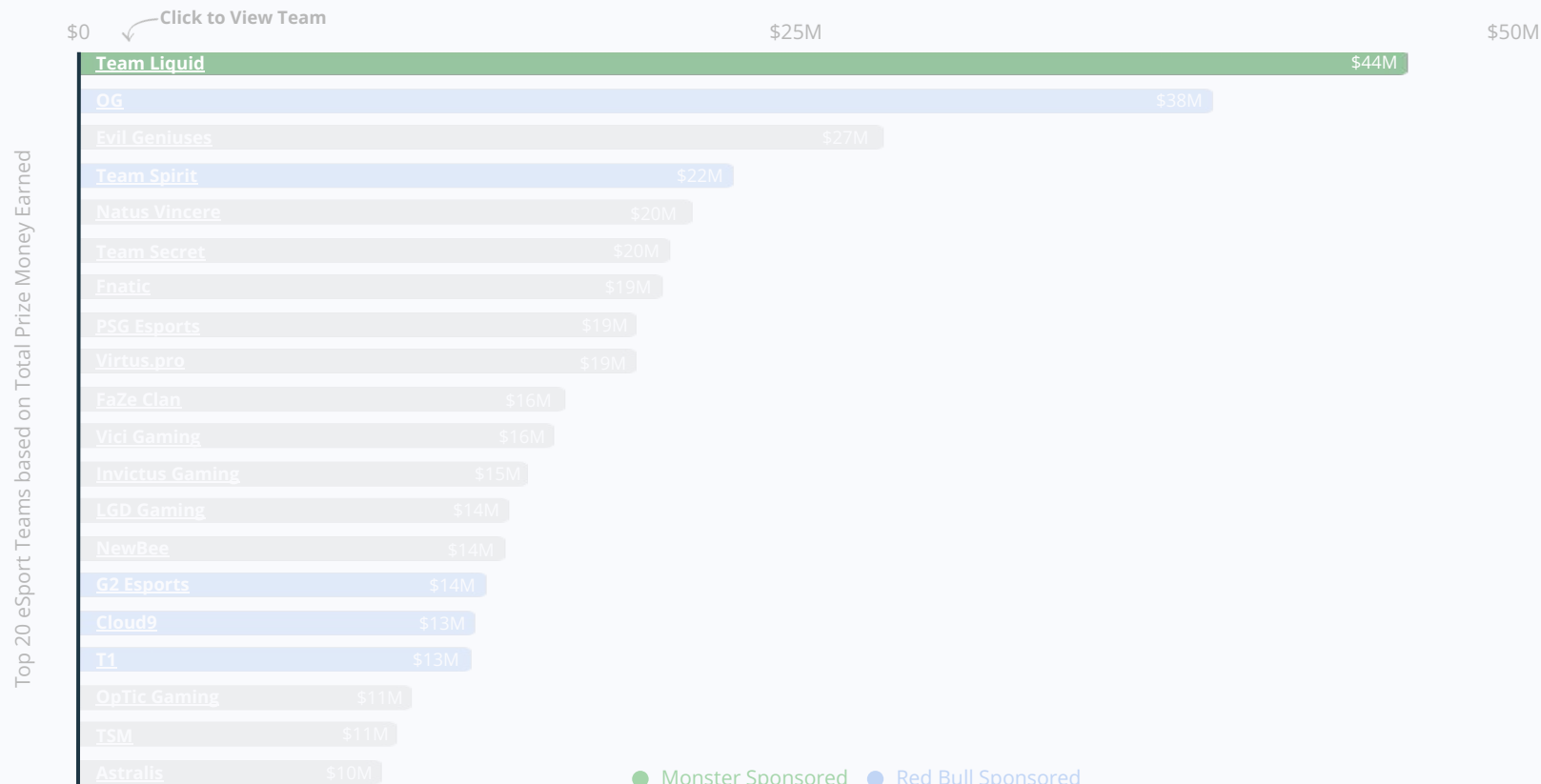
Natus Vincere

Partner since 2018

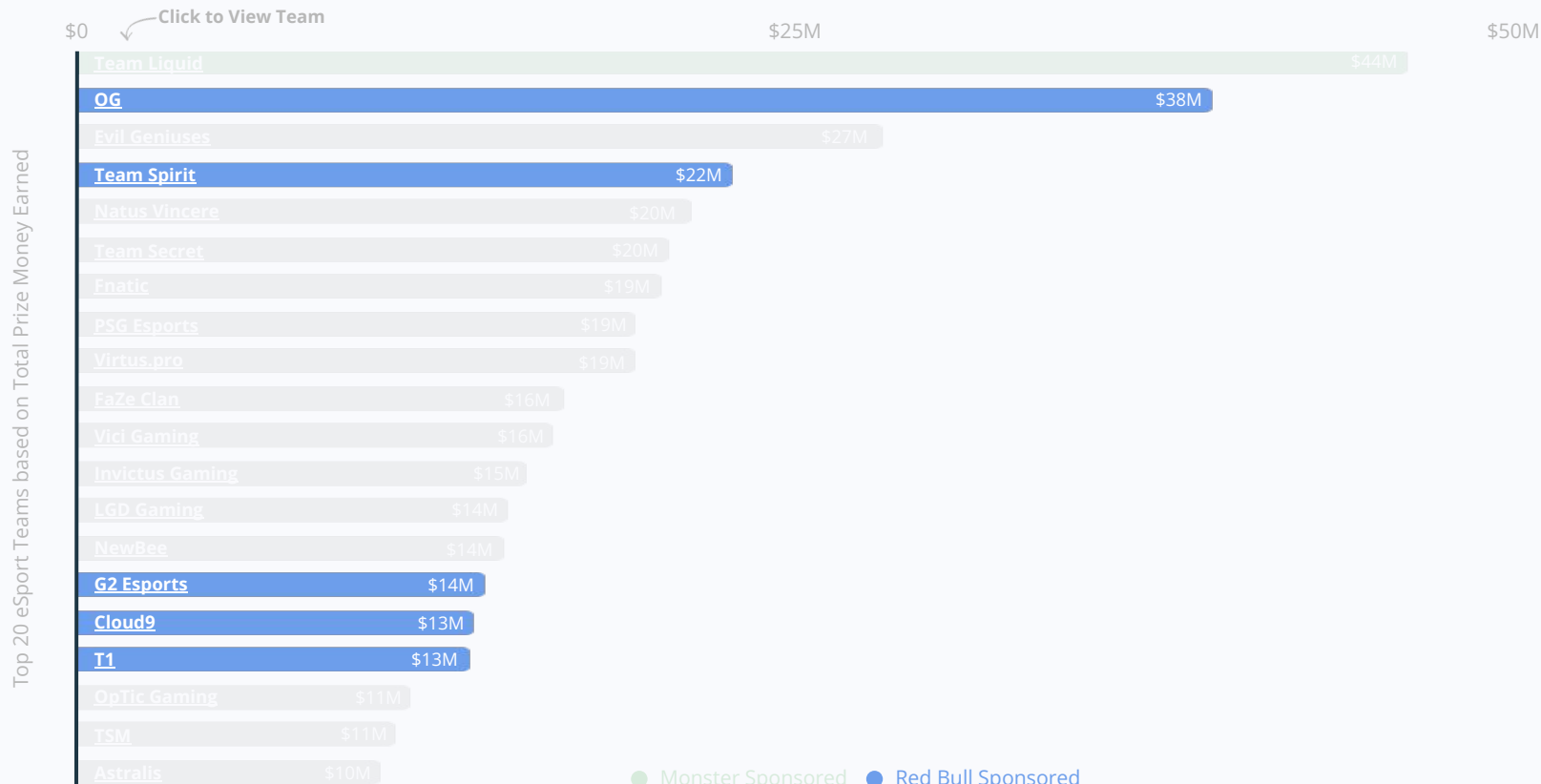
PSG.LGD*

Partner since 2018

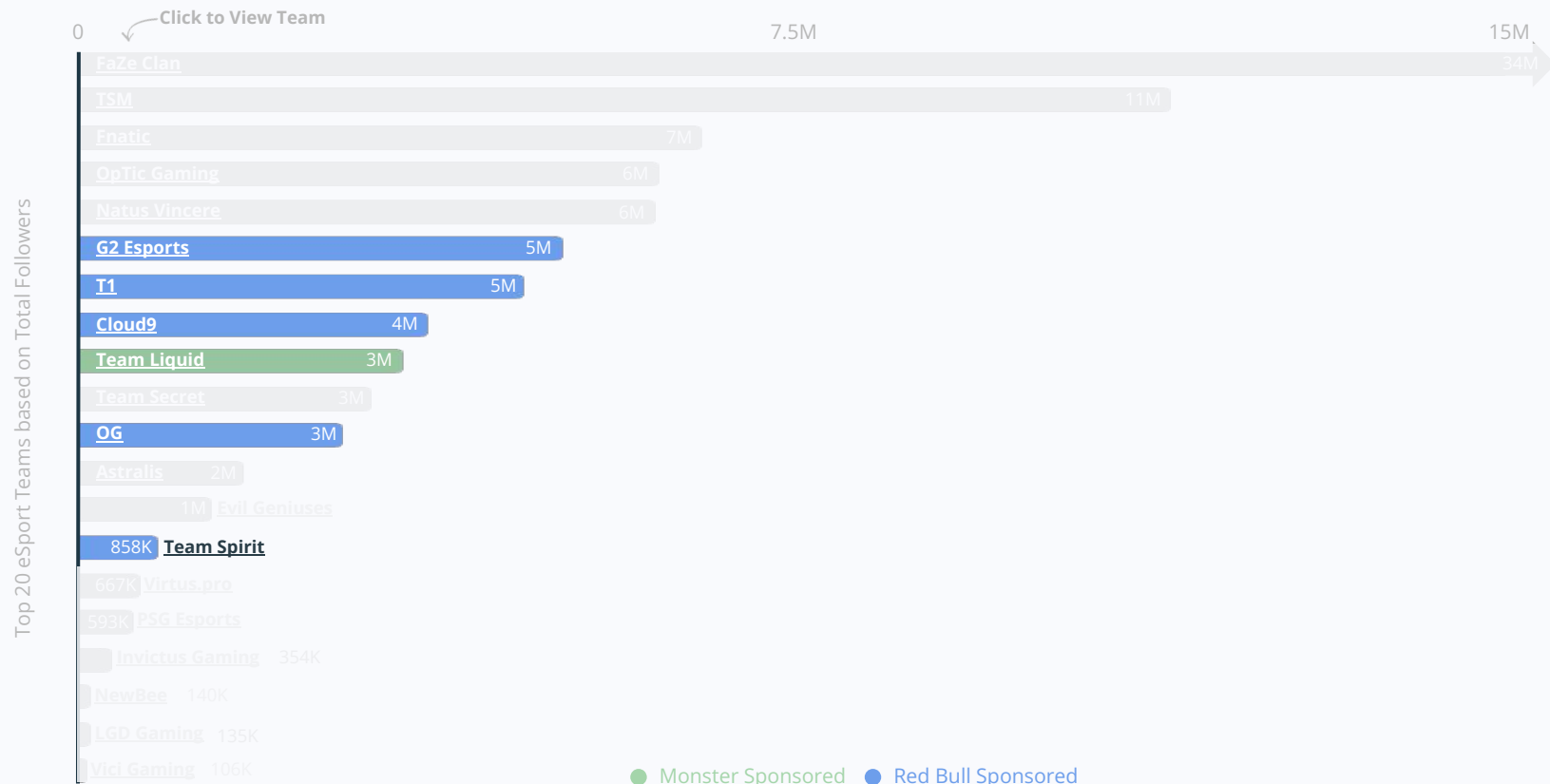
In terms of prize money, Team Liquid is the top ranked eSport Team in the world.



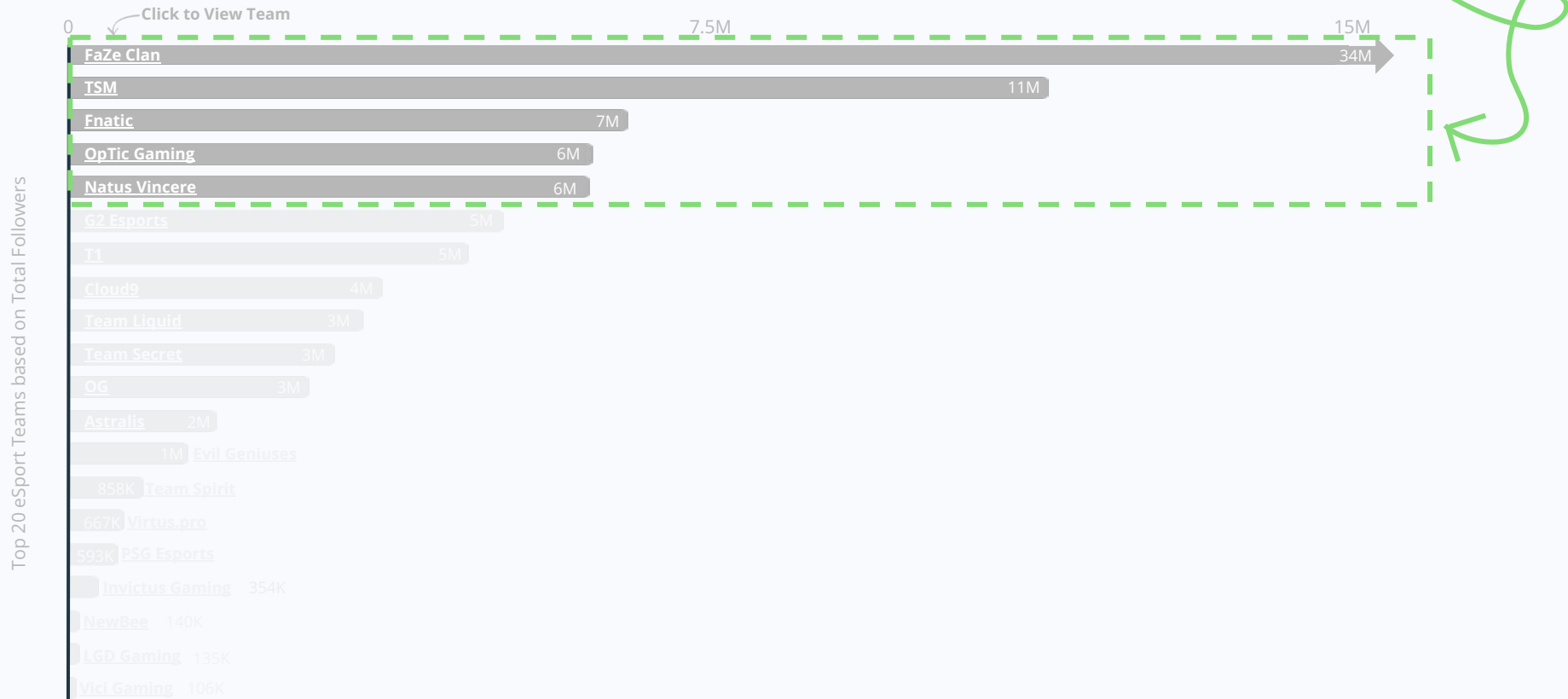
While **Red Bull** sponsored eSport teams have a greater combined total prize pool at **\$99M**.



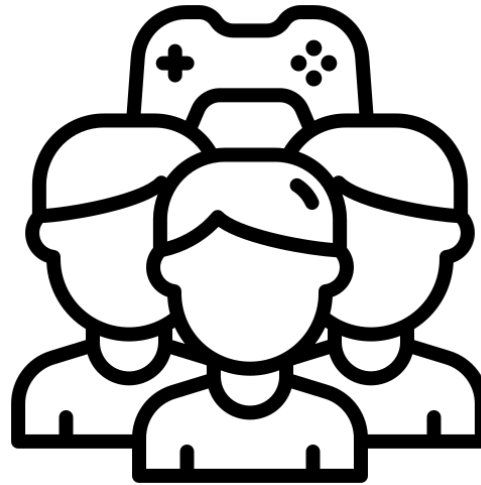
In terms of total followers, **Red Bull** sponsored teams have **17M** followers vs. **Monster's 3M**.



There's **opportunity** to work with the **top 5 teams**.
These teams comprise **69%** of the audience, without any current energy drink sponsorships.

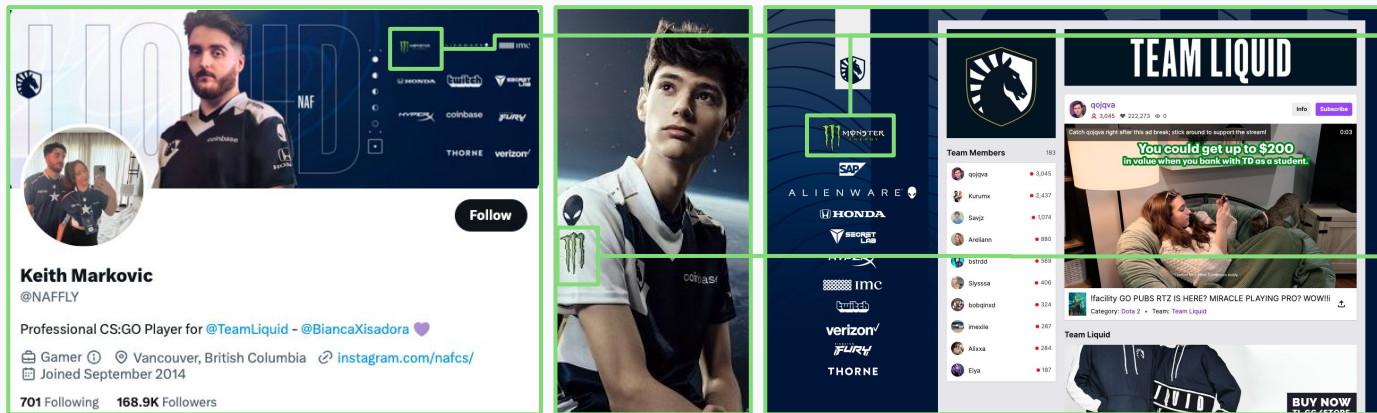


Sponsored Teams Tactics



Leverage eSports teams to enhance brand awareness.

Monster displays its logo on Team Liquid's website, social profiles, jerseys, merchandise, and player profiles.



✓ Promote brand on players' and the sponsored team's social media profiles.

✓ Display brand watermark on team jerseys and merchandise.

✓ Highlight the brand as a prominent partner on the team's website.



monsterenergy.com
[monstergaming](#)
[monstergaming](#)

Monster Energy

Based in Corona, California, Monster Energy is the leading marketer and distributor of energy drinks and alternative beverages. Refusing to acknowledge the traditional, Monster Energy supports the scene and sport. Whether motocross, off-road, NASCAR, MMA, BMX, surf, snowboard, ski, skateboard, or the rock and roll lifestyle, Monster Energy is a brand that believes in authenticity and the core of what its sports, athletes and musicians represent. More than a drink, it's the way of life lived by athletes, sports, bands, believers and fans. See more about Monster Energy including all of its drinks at www.monsterenergy.com.

Host "takeovers" on your brand's channels using eSport partners.

Prior to [The International 2022](#), Team Liquid hosted the 'Monster Morning' show on Monster's Twitch account to discuss the upcoming Dota 2 playoffs, resulting in over 63K hours watched.



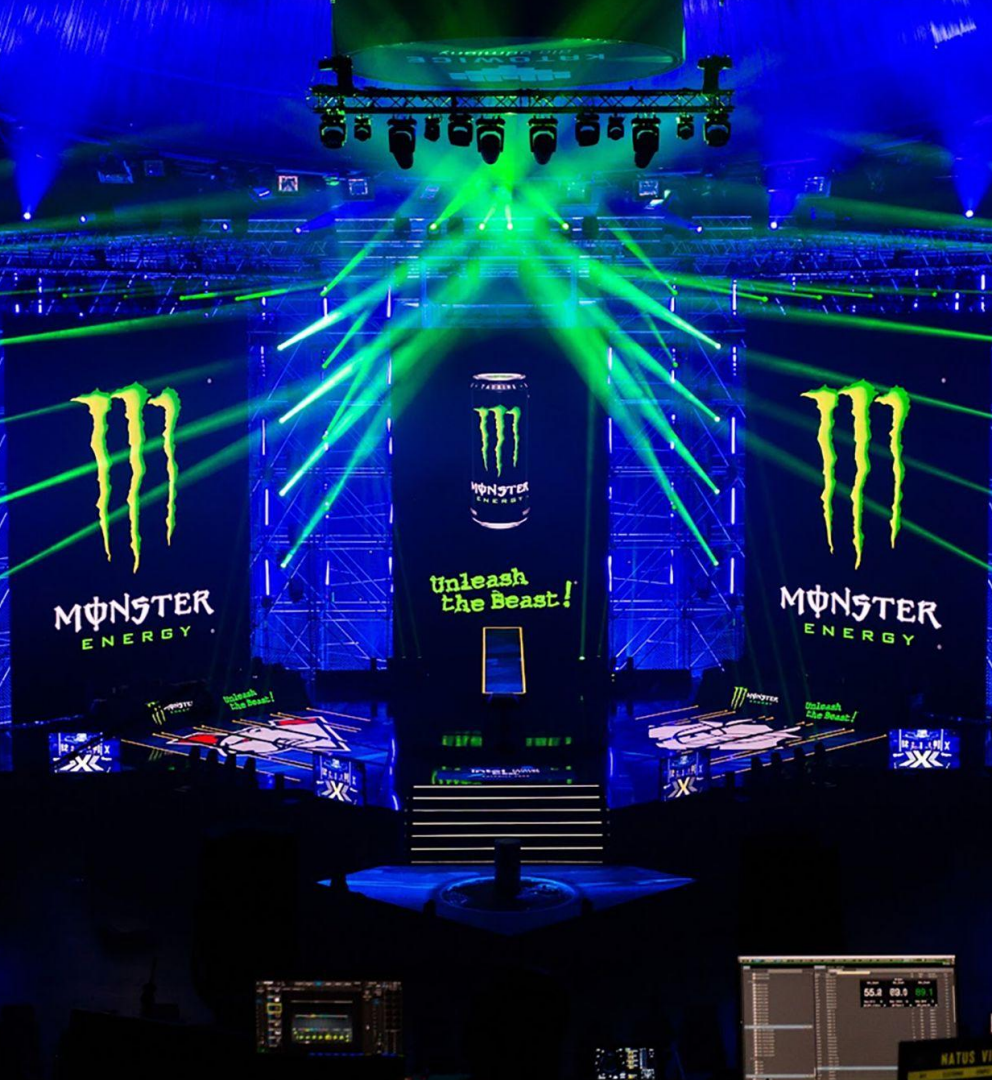
**"WAKE UP IT'S THE INTERNATIONAL PRE-SHOW
| MONSTER MORNINGS"**



7 Streams 63K Total Hours Watched

Sponsored Events Breakdown

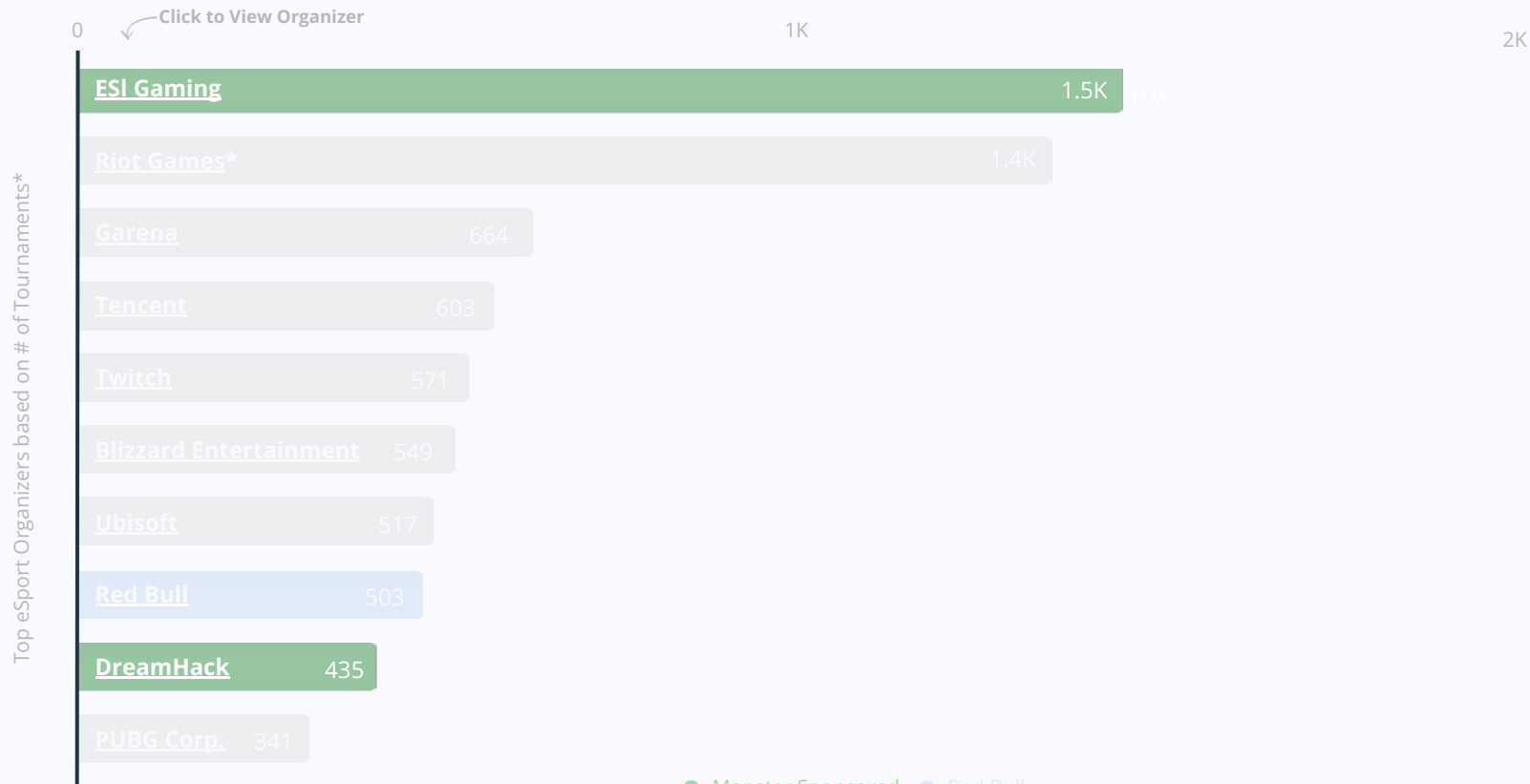




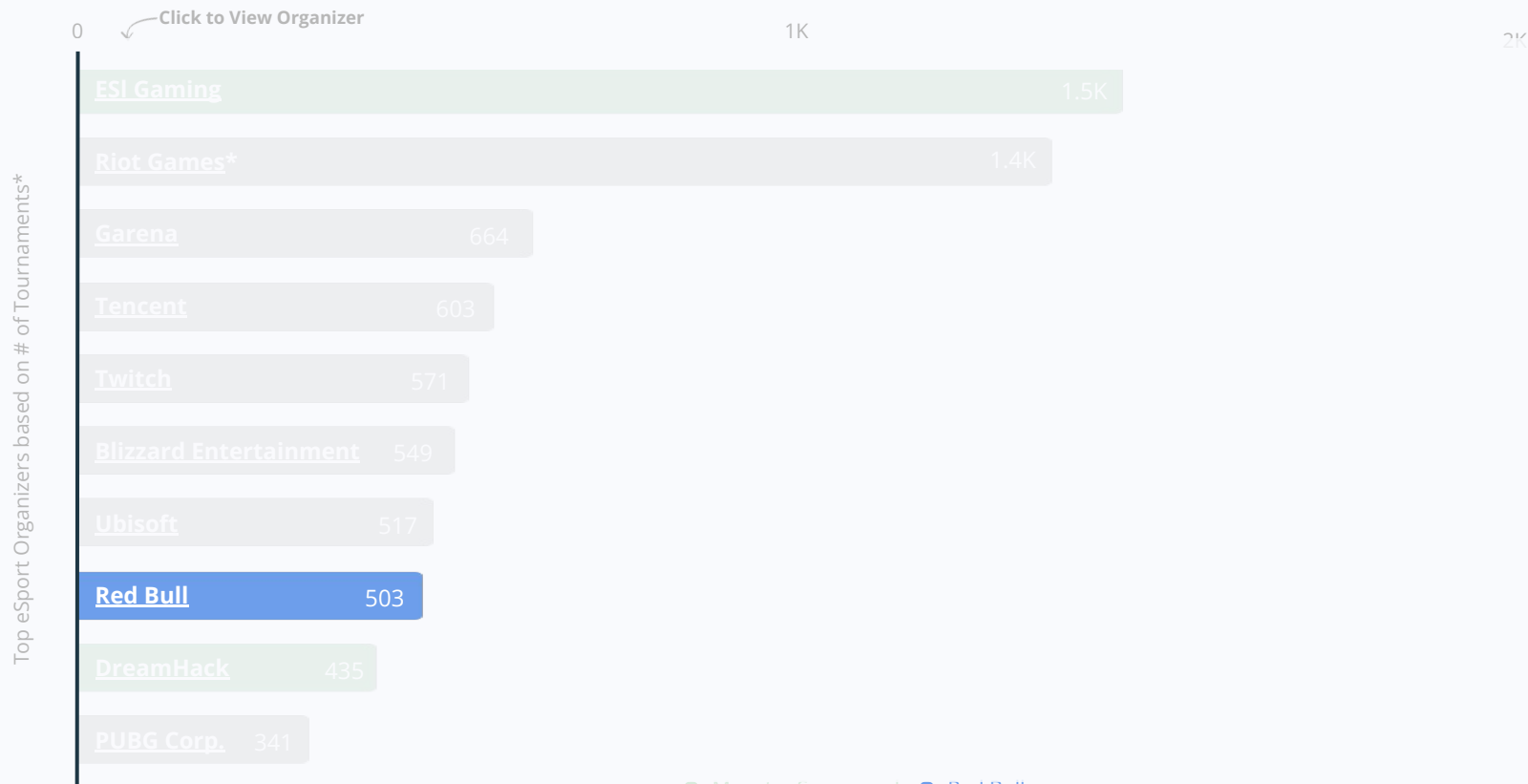
Monster and ESL Gaming announced an extensive expansion of their partnership on March 17th, 2022.

- ✓ This multi-year agreement marks Monster's first foray into mobile gaming and esports, while also continuing its partnership with ESL's PC game events.
- ✓ The expanded partnership includes ESL Pro Tour CS:GO and StarCraft II, DreamHack, DOTA 2, and ESL Mobile.

ESL Gaming is at the forefront when it comes to hosting tournaments, having hosted over **1.5K** events to date.



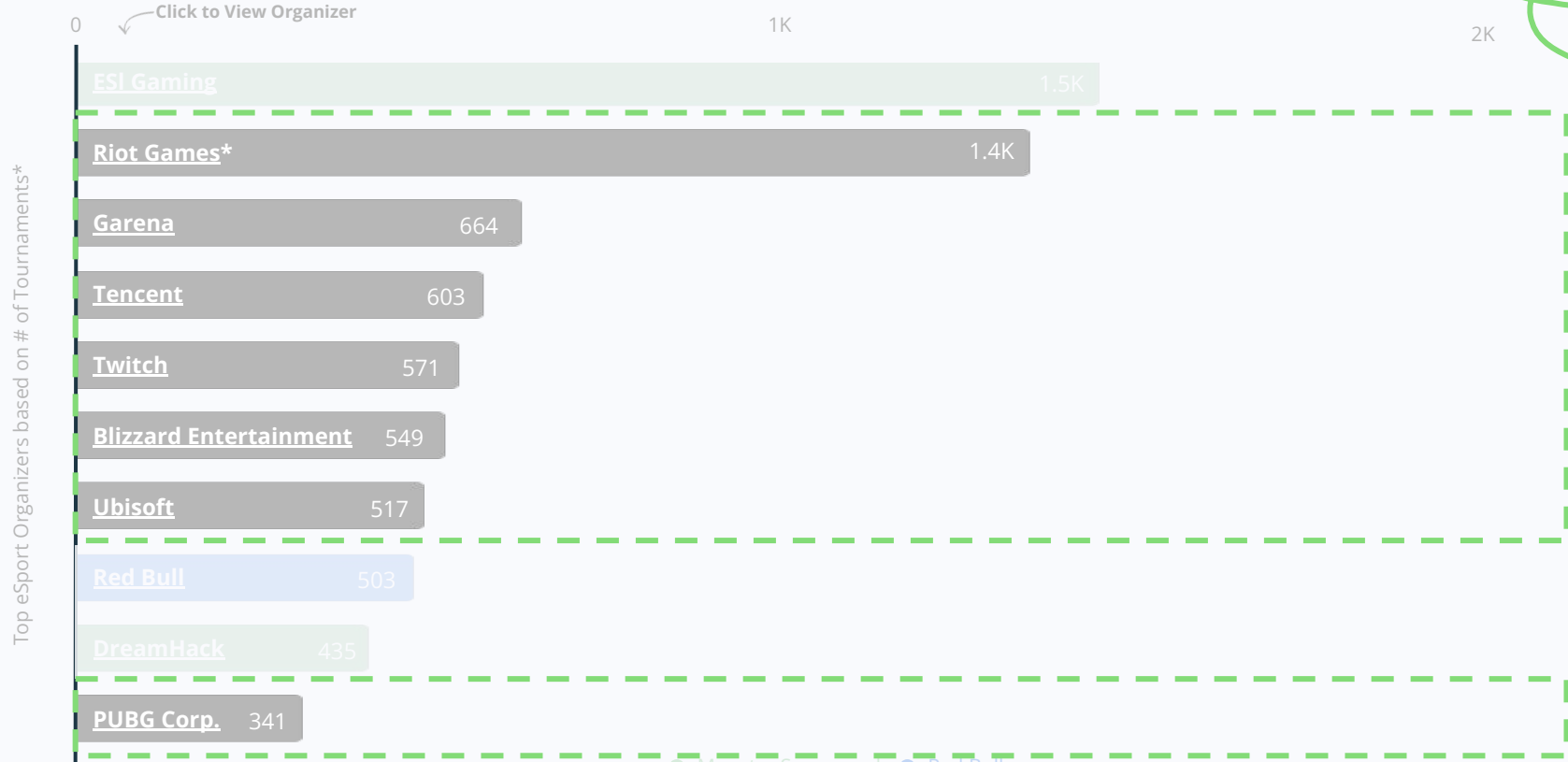
With over 500 tournaments under its belt, **Red Bull** has established its position among the top 10 global organizers.



*Based on ESChart's all time [organizer data](#) as of June 2024. Organizers host esports, sport, or music events. It can be large companies, streamers, or common gamers.

Red Bull has partnership with Riot Games which includes Valorant and LoL.

There's **opportunity** to partner with these **organizers** to increase exposure at eSport tournaments.



*Based on ESChart's all time [organizer data](#) as of June 2024. Organizers host esports, sport, or music events. It can be large companies, streamers, or common gamers.

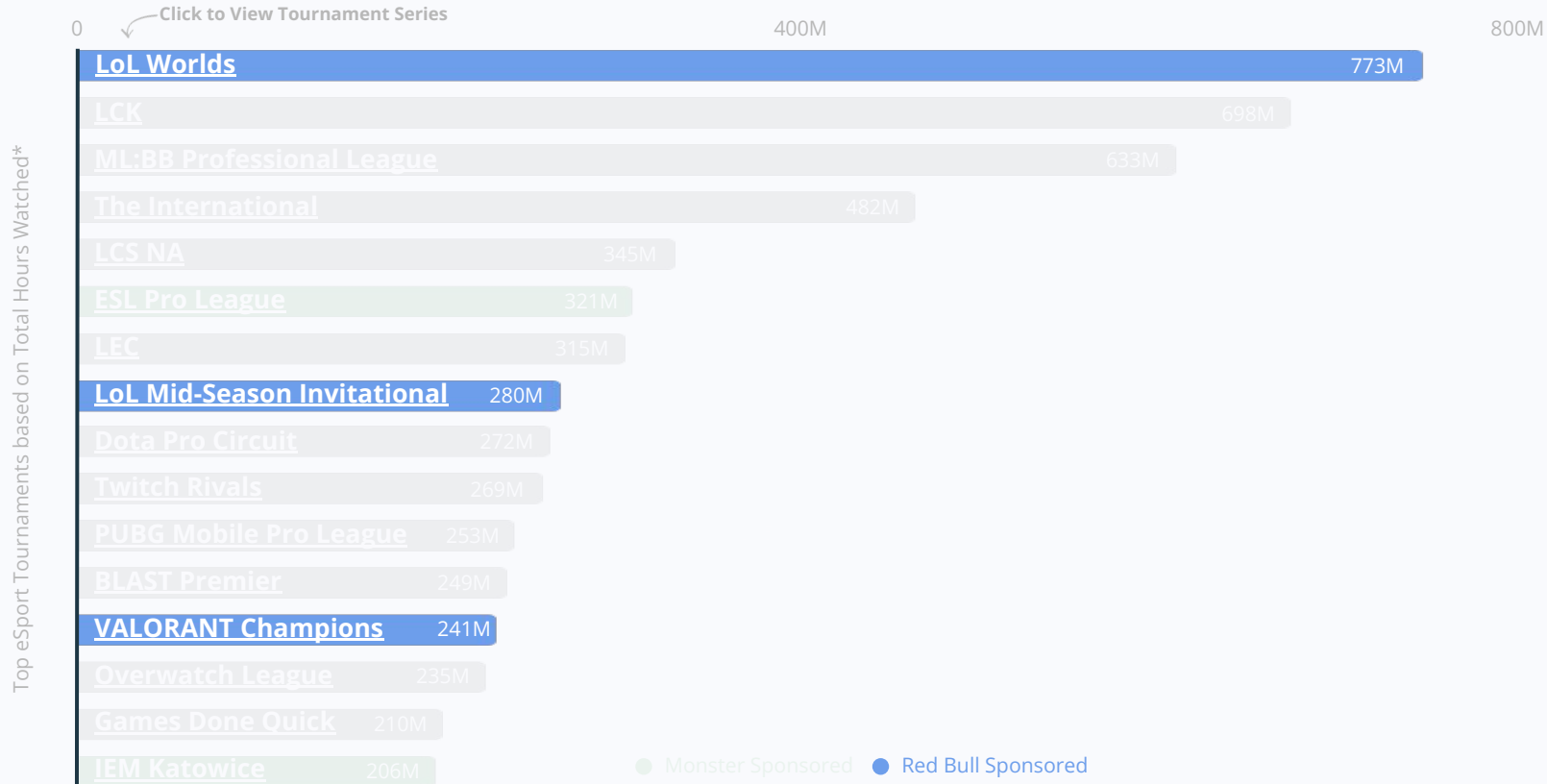
Red Bull has partnership with Riot Games which includes Valorant and LoL.

In April 2023, Monster became the Official Energy Drink of the Call of Duty League™ for 2023 and 2024 seasons.

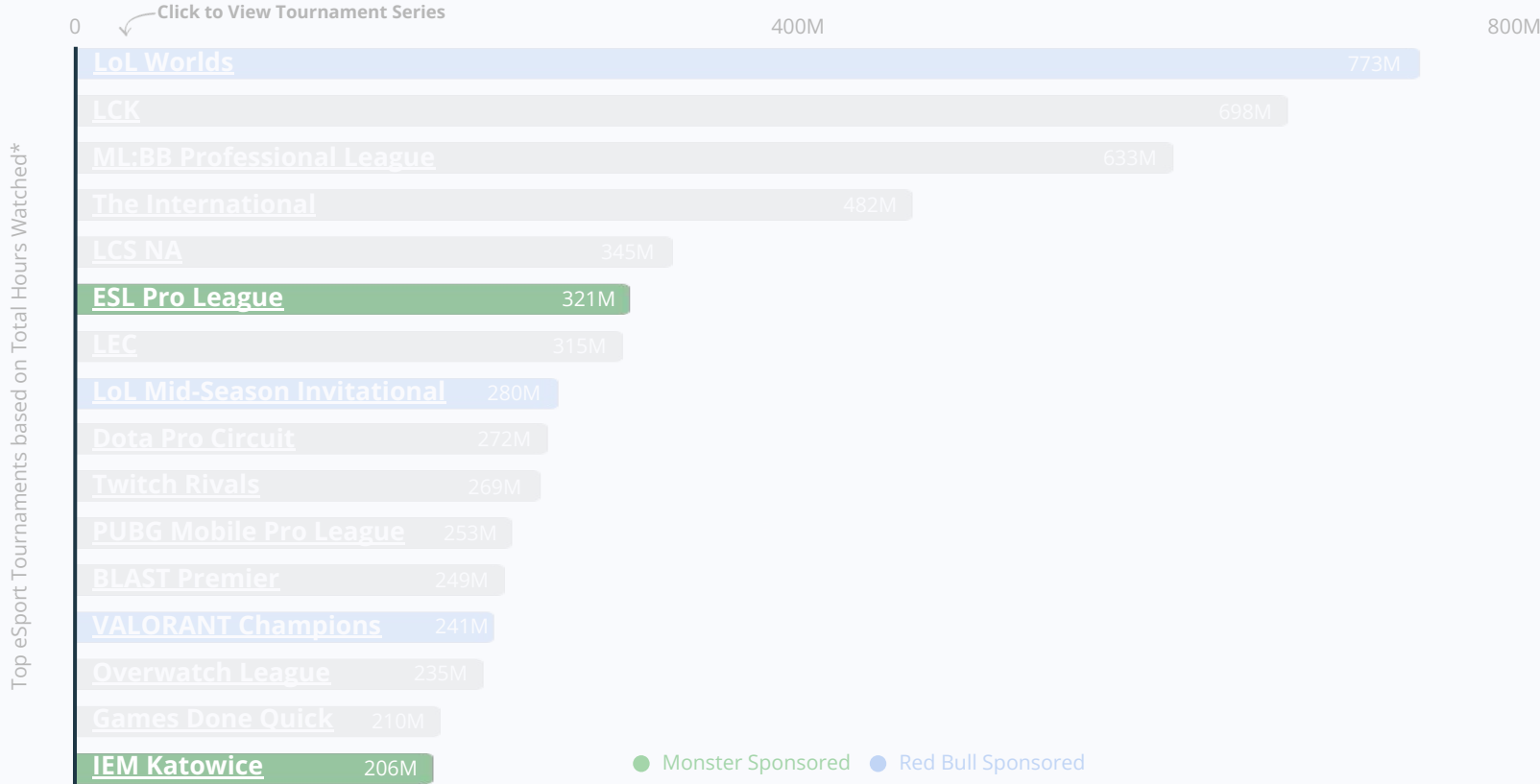
- ✓ The sponsorship kicked off at the Major IV tournament in Ohio from April 20-23, 2023.
- ✓ Outside of fueling the competing teams, the partnership includes exclusive content, such as Monster Matchup, Monster Energy Pre-Game, and Monster Energy Winner Spotlight.



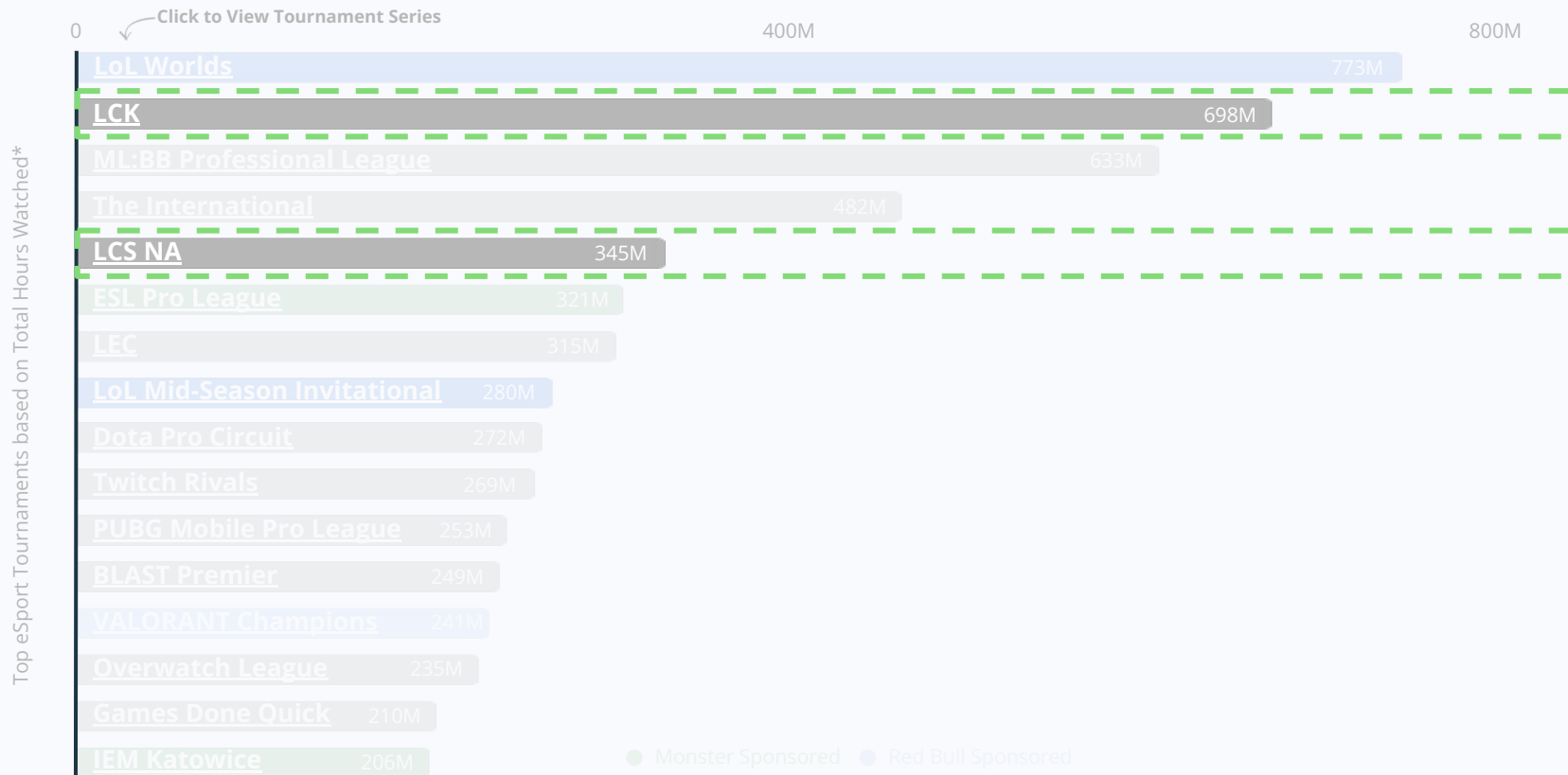
Top Red Bull sponsored eSport tournaments account for 22% of the total hours watched*.



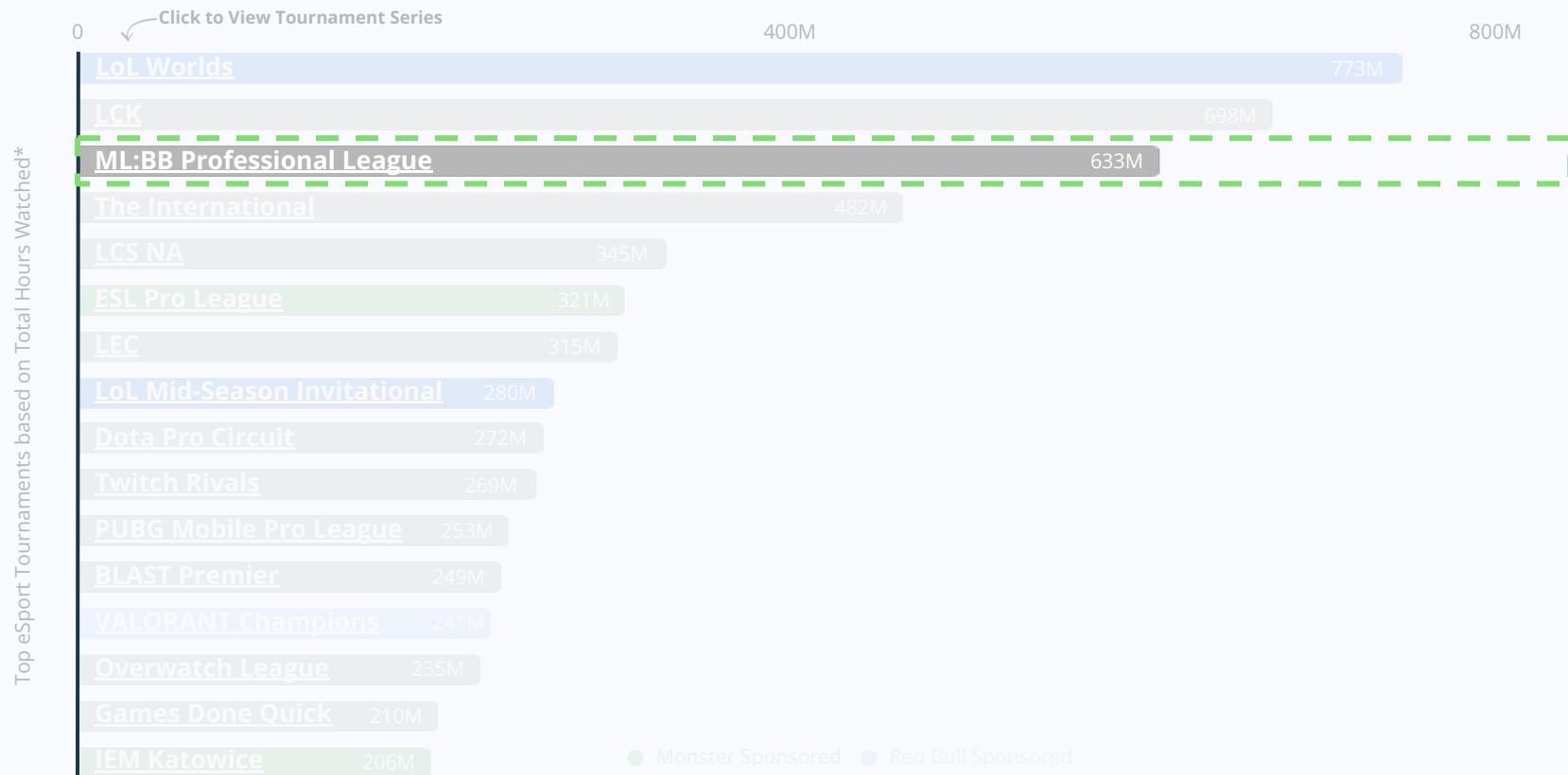
Top **Monster** sponsored eSport tournaments account for just **9%** of the total hours watched*.



There's **opportunity** to expand reach through partnering with **LoL tournaments** such as **LCK** and **LCS NA**...



...Or to expand into the world of **Mobile Legends: Bang Bang** with the **ML:BB Professional League**.



Sponsored Events Tactics



Play the long game. Establish multi-year agreements for a consistent and lasting brand presence.

Monster has established multi-year agreements with both ESL Gaming and the Call of Duty League.



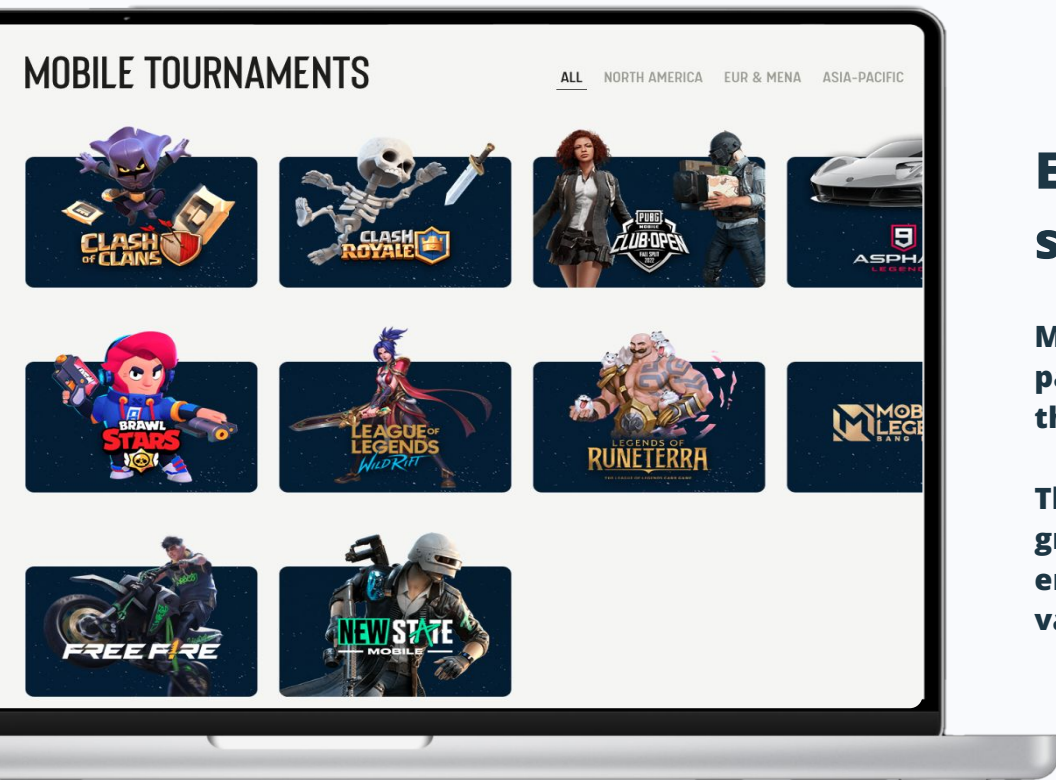
ESL Gaming

Multi-Year
Global Portfolio
Partnership



Call of Duty League

2023* &
2024 Season

[Click to View](#)

Expand into different gaming segments — **like mobile.**

Monster's [extensive expansion](#) of their partnership with ESL Gaming marked the first time they have supported mobile gaming and esports

This strategic decision leverages the rapidly growing popularity of mobile gaming globally, enabling Monster to reach a larger and more varied audience.

Increase **brand exposure** at events.

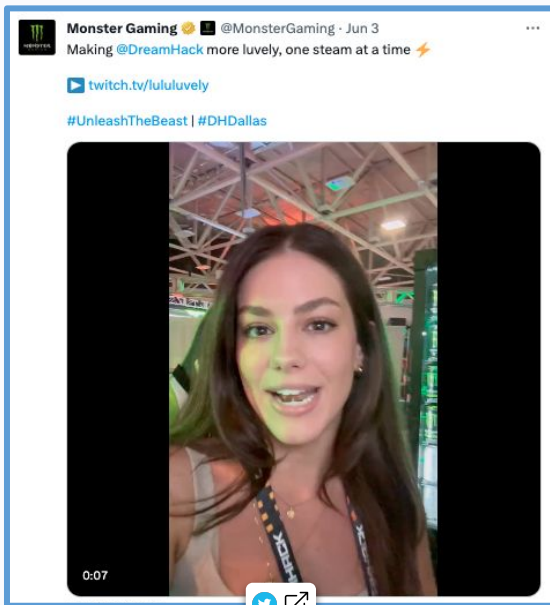
Monster ensures its branding is prominent at gaming events, whether it's above the LAN rows at a DreamHack festival or as the official energy drink of the Call of Duty League. This increases brand awareness among the gaming audience.

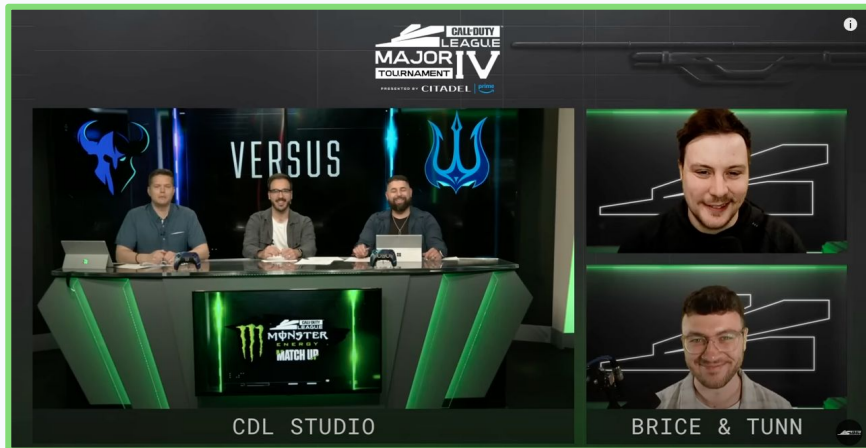
Additionally, Monster utilizes events for product sampling opportunities, creating an immersive and engaging brand experience.



Make the most of events by using **sponsored streamers** to offer fans special chances to meet and greet them at branded booths.

By leveraging its sponsored streamers, Monster maximizes their presence at events by offering fans exclusive opportunities to meet and greet them at their Monster branded booths.





[Click to View](#)

Present **exclusive** event related content.

Monster partners with Call of Duty League to present exclusive content like "[Monster Matchup](#)," "Monster Energy Pre-Game," and "Monster Energy Winner Spotlight." These offerings enable the brand to engage viewers and align itself with the event.



[Click to View](#)

Game Partnerships Breakdown



**BUY ANY
MONSTER ENERGY**

**& GET EXCLUSIVE
APEX LEGENDS™
IN-GAME CONTENT**

#RALLYOURSQUAD

APEX
— LEGENDS —

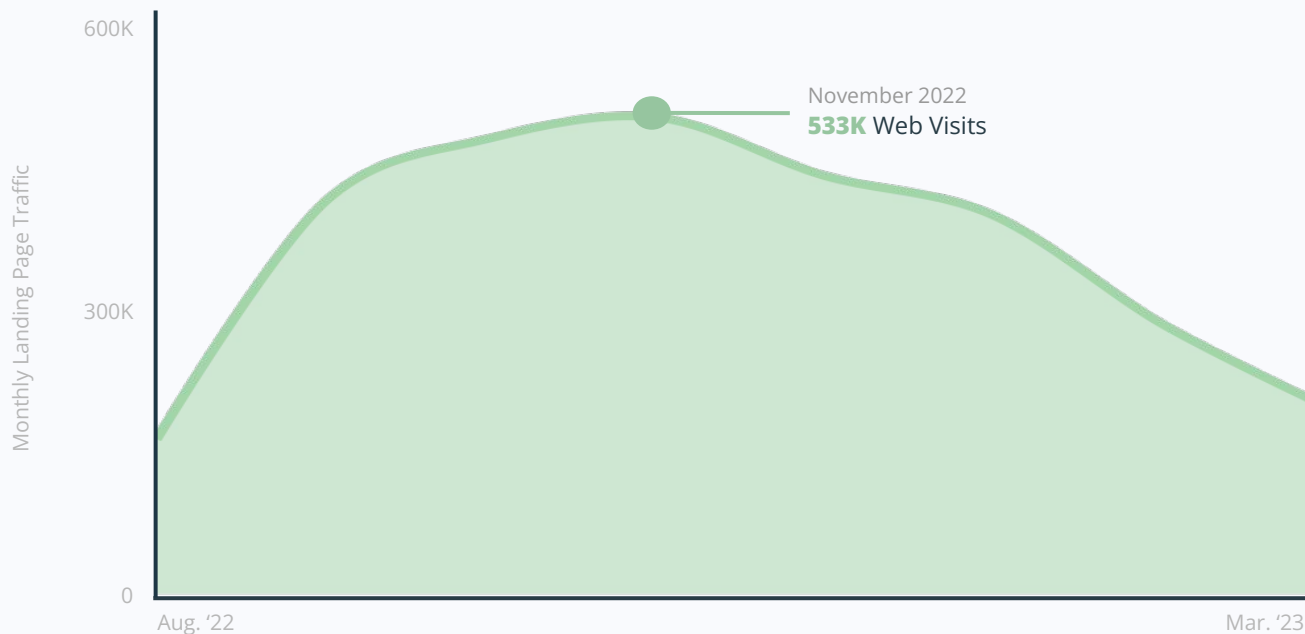


Game Partnerships

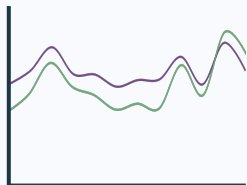
Similar to [2021*](#), Monster ran a promotion in partnership with Apex Legends which ran from August 2022 to January 2023.

- ✓ The campaign provided [exclusive in-game items](#) that came with every Monster can purchase.
- ✓ [Sweepstakes](#) that offered Apex Legends coins as prizes.
- ✓ An Apex Legends charity tournament called "[Monster Mayhem](#)" was held on Twitch.

The [campaign landing page](#) drove over 3M visits, peaking in **November 2022** at **533K** visits.



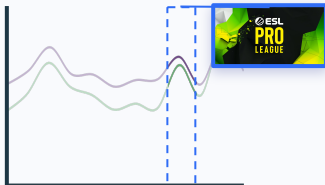
How the Gaming Activation Breakdown™ Methodology Works



1

Measure Gaming Engagement

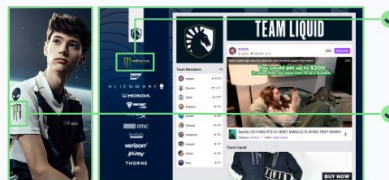
By comparing search trends, web visits, social media views, and audience size among competitors, identifying significant growth and variances.



2

Identify Reasons for Growth

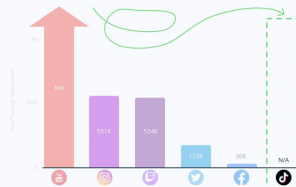
Breakdown the key factors that led to growth amongst the gaming community.



3

Understand Winning Tactics

Learn the strategies competitors used to gain traction in the gaming community.



4

Highlight White Space Opportunities

Highlight potential opportunities in sponsorships and unexplored areas on social platforms.

