

Vincent Law
Eric Braley
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Ad Campaign for Gorilla Mind's Debut Energy Drink

For this assignment, I will be making an advertising campaign for Gorilla Mind's energy drink line. This line of pre-canned drinks came out this year after a couple years of being a highly-esteemed Internet-based company. I have high expectations for how this will do commercially in the real world, and to be honest, word of mouth on the Internet has done enough for this brand. Without further ado, this paper will be broken into chapters. To start, the background of the company, including its strengths like brand recognition and existing market. I will also compare it to other brands in the same industry. After that, I will start with some free promotion strategies that only take a bit of time. The next chapter is about social media allocation. The last three chapters are lucrative ways to promote in person.



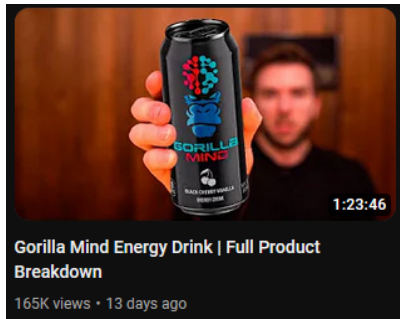
BACKGROUND OF GORILLA MIND

The company Gorilla Mind was started in early 2017 by the YouTube creator, blogger, entrepreneur, bodybuilder, fitness enthusiast, and self-made sports medicine educator Derek (I can't find his last name online, surprisingly, despite his online

presence). He runs the YouTube channel and blog More Plates More Dates. The channel has a large following on YouTube at a whopping 1.79 million subscribers.

Derek is well-regarded for his easy to digest videos on biochemistry, pharmacology, and related topics. He is one of the few YouTubers to discuss the safest way to use performance-enhancing drugs. In the modern day, it is understood that the best form of harm reduction for drugs is by giving them as much information as possible. This could indeed be a blow to potential advertising efforts, but I think it does more to strengthen his reputation. Derek's openness and adept knowledge of the subject is good, and ties into a theme we will be talking about later: transparency. Not to mention that he makes videos like these to give people access to reliable information that he didn't have when he frequented steroid forums in the 2000s'. He doesn't encourage PED use, he just puts accurate information out there in the name of harm reduction.

Besides that, his channel leans into bodybuilding, nootropics (i.e. smart drugs, like caffeine), neuroscience, health, dating, and self-improvement. What makes him different from the competition is one style of videos: product breakdowns. He makes them for his own products, elucidating why he adds some ingredients (and not others), how they're supposed to work, and how they synergize with each other. Here are some examples, and note the runtime:



As you can see, he's already made one on the new line of energy drinks. This is what makes his line of products so attractive: transparency. Transparency is Gorilla Mind's golden ticket. In the past, he scrutinized lackluster formulations from the biggest sellers of pre-workout, so much so that demand started to form for him to release his own. He did just that, and called his debut pre-workout Gorilla Mode. This spawned the company Gorilla Mind. His range of health products grew, and so did his company's sales. Later down the line, Derek made a video once his product entered Amazon's top 5 best-selling pre-workouts. This alone is big. But in this video, Derek reviews the other 4 pre-workout products and doesn't pull back any punches during his criticism. This is a unique type of owned media promotion. Rarely does competition feel as objective as it does here— Gorilla Mode is leagues better than the competition in the eyes of many fitness fans.



At the time of writing this, Gorilla Mode is still within the top 5 on Amazon's best-sellers. Its main issue may be its cost, as most people are comparing prices of the

\$20 suboptimal products to Gorilla Mode's steep \$50. This is an issue, as the average Joe isn't going to know about Derek's channel, let alone about something as in-depth as, say, companies inflating their L-Citrulline with Malic Acid in their ingredients. The average person just wants a little energy boost that they can feel: not understand how it works.

As for the energy drink: it is a nootropic, not a pre-workout. At \$34.99 for a case of 12, it runs to \$2.91 per can— more than a reasonable price for an energy drink these days. Now, to move on from Gorilla Mind's history, I will discuss some potential strategies for the month of May, 2023, and how to allocate a budget of \$100,000.

FREE PROMOTION FROM THE YOUTUBE CHANNEL

The company already has its own devoted fanbase. That much should be evident at this point. I say we need to take charge of this by using the YouTube channel to promote the brand... by doing exactly what has been done, and don't necessarily do more of it. If it ain't broke, don't fix it. I myself went down the Internet fitness rabbit hole, found Derek and really liked him, and trusted him enough to buy Gorilla Mode for my first pre-workout. All of that was free promotion on his part. What's better is that I still recommend it to others when they ask about it, even after I've tried other pre-workouts. Having all of this virtually free promotion really helps us get a leg up on the rest of our promotion for this month.

However, he hasn't been uploading as frequently this year, so I would say to upload at least a single video comparing it to Red Bull, Monster, and the rest of the energy drink titans, along the lines of the Amazon critique video. We will make a couple YouTube Shorts using snippets of that video, too. None of this costs money so far, just a

bit of time. Derek's most devoted fans tune into his YouTube content. His blog has more or less been abandoned for a while now, despite still being a good resource for information, so I will neglect that here besides putting out a single article detailing the new energy drink line. Again, that is monetarily free.

ONLINE ADVERTISING ON SOCIAL MEDIA

Since we have employed some strong but free strategies already, I will be liberal with the amount of money here. I will budget \$60,000 for total online promotion on social media through advertising. This is an Internet-based company, after all. It shines its brightest on the Web. I say \$15,000 for Instagram ads, \$1,000 for Facebook ads, \$14,000 for Reddit ads, and \$30,000 for fitness influencers to promote the brand. I put so little for Facebook because, while it's still valuable, our biggest target audience of young athletes and fitness fans are not going to Facebook, but Instagram and Reddit. Reddit is a unique choice, but I think it caters to the people who don't mind wordier write ups of products they might buy, and it is a hub for fitness-related information. People who put in the time to read about our products will be more likely to buy them over the competition. Instagram is a popular app for Gen Z, who are probably the biggest target audience, particularly older people like me. Facebook gets some money because it is indeed a popular social media platform that hundreds of millions of people use, so it's not worth completely passing up, in my opinion.

Gorilla Mind already has its own athletes, who make fitness content of their own. \$30,000 goes to existing athletes, and to the effort of procuring more. Online marketing is where this brand shines, and I think it's best to keep doing that, and more of it, in order to raise awareness of this new energy drink. New faces that are aligned with the

brand would be a great way to get more customers, especially by tapping into female influencers, as the majority of Derek's YouTube audience is male.

GIVEAWAY VIDEO

Speaking of which, Derek has done videos in the past where he personally delivers to customers who order from the company to give them extra free goodies. I will budget \$5,000 to do this again, at the greatest scale yet. This is an easy choice, as it encourages a stronger connection between the brand and its fans. In the past, it has been limited to a small handful of customers, but if more money is allocated, then more customers can be reached.

IN-PERSON FREE SAMPLES

To step it up a notch, \$20,000 will be spent on giving free samples outside of various places in North America where people are bound to be drinking energy drinks. This includes outside of convenience stores, gyms, and colleges. Derek hails from Canada, but has a largely American audience, so I think it should be split one third for Canada, and two thirds for the USA. Handing out free samples is a good way to garner attention, and of course, there will be a video, or series of videos, attached to this.

SPONSORING AN EVENT

Finally, sponsoring an event would be a good move. I will allocate \$15,000 to this. A very low way that sponsorship could be done is by promoting while RAGBRAI happens, but RAGBRAI occurs in June. Another concern is that RAGBRAI may be too small, but I think it's big enough to be worth it, as I fondly remember the free samples I received from the brands Nuun and Honey Stinger during my time on RAGBRAI. Other fitness events could be sponsored in that case.

What I hope to do is get the Red Bull sponsoring effect, where Red Bull seems like an omnipresent force in getting people together, and making cool things happen. Sponsoring powerlifting competitions, bodybuilding shows, marathons, triathlons, and the like are my go-to choices. Maybe even tapping into ESports competitions would be good, as Gorilla Mind's energy drink is a nootropic, not a sports supplement nor pre-workout. They have tried to garner the attention of competitive gamers recently with another product, so that would be a good event to sponsor. Either way it goes, I think sponsoring an event would have amazing results. Without a doubt, there would be videos on the channel about this, too, to promote this promotion.

CONCLUSION

All in all, Gorilla Mind's energy drink is a very promising product that will hopefully hit store shelves someday like Logan Paul's Prime did. If you want an energy drink that has high quality ingredients in it— ingredients that have an hour-plus long video explaining their placement— this is the energy drink for you. An energy drink from this company seems like a no-brainer: it's kind of surprising that it took this long to see a Gorilla Mind energy drink. By employing these advertising methods, it is sure to be a smashing success!