





*Feel Like A God
Train Like A God
Look Like A God*



Who is AtomicBlaze?

Product

The ultimate pre-workout energy drink

Price

The price per container is \$2.50.

Place

United States being sold at local stores, gyms, and college campuses.

People

Males ranging from 17-27 years old.



Promotion

Using social media and social media collars.

What makes AtomicBlaze?

AtomicBlaze is an energy drink producing company. Our care for our customers and listening to their needs is what makes us. We know that our target customer in today's world are very influenced to workout by social media and influencers. And we understand that energy drinks are not cheap and cost a pretty penny.



Solution!

Atomicblaze energy drinks are made distinctly for males 17-27 years old in today's society. We know that everyone loves caffeine, so we made each drink 300mg. We also know that most males love taking creatine, so we added 5mg to each drink as well. That's not all, we also added 25 grams of protein to each drink as well that's essentially tasteless. All that for an affordable price of \$2.50.



Atomic Blaze Kickoff Flavors

WOW

No other company does it like Atomic Blaze does. We are the first company to combine an energy drink with caffeine, protein and creatine.

| Flavor | Ingredients | Caffeine (mg) | Sugar | Calories | Protein | Creatine |
|--------------------|----------------------------|---------------|-------|----------|---------|----------|
| WaterMelon Wave | watermelon (sweet) | 300 | 0 | 10 | 25 | 5 |
| Mango Madness | mango(sweet & tangy) | 300 | 0 | 10 | 25 | 5 |
| Green Apple Fusion | Green Apple (tangy) | 300 | 0 | 10 | 25 | 5 |
| Citrus Blast | lemon, lime, orange(zesty) | 300 | 0 | 10 | 25 | 5 |



Can't beat those flavors!!!

Pricing: \$2.50



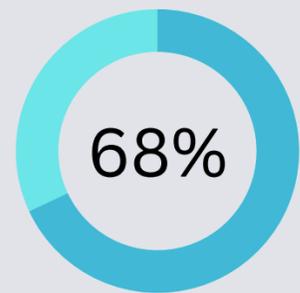
Our pricing per can of AtomicBlaze is \$2.50. Most companies have their drinks listed at \$3.50, and some even up to \$5.00. This is because there is no other competitor in the market. Having our drink listed at our price will produce successful sales for two specific reasons. Our drink offers a variety of substances within the drink that no other company has even done yet. And now it's an affordable price that teenagers, college, and graduate students can afford without blowing their money each time they buy an energy drink.



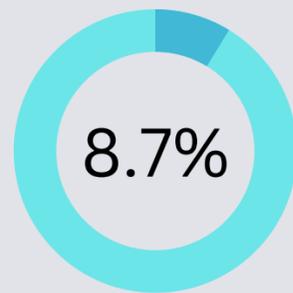
Buyer Persona Profile

Why is Working Out becoming popular?

- 1. Influencers (Sam Sulek & David Goggins)*
- 2. Social Media*
- 3. Trending*



*About 68% of men
17-27 years old
workout.*



*Working out since
2020 grow 8.7% more
every single year*

About

Age: 17-27 years old

Gender: Male

Location: United States



Advertising



Sam Sulek is a social media influencer known as a phenom in the workout world for being only 21 years old.



We will have posters and drinks for sell in local popular gyms as well as colleges.



We will use tik tok as well as tik tok influencers to promote our drink since it is the biggest social media platform today.

Spread the News

Having local stands on college campuses will help bring this to our younger male audience even more.

We can team up with colleges and local gyms across the country to reach our audience.



Atomic Partnerships



*These partnerships
will allow us to
further reach our
younger male audience
on social media.*



Social Media Collab

Sylvester Stallone X Atomic Blaze

1. Very active on Social Media

2. Has a young male audience

3. Known to train and look like a "God"

4. Often seen in the gym everyday



Social Media Collab

David Goggins X Atomic Blaze

1. Known for “Who’s going to carry the boats and the logs?”

2. Has a great impact on the younger male audience

3. Travels doing all races and fitness events

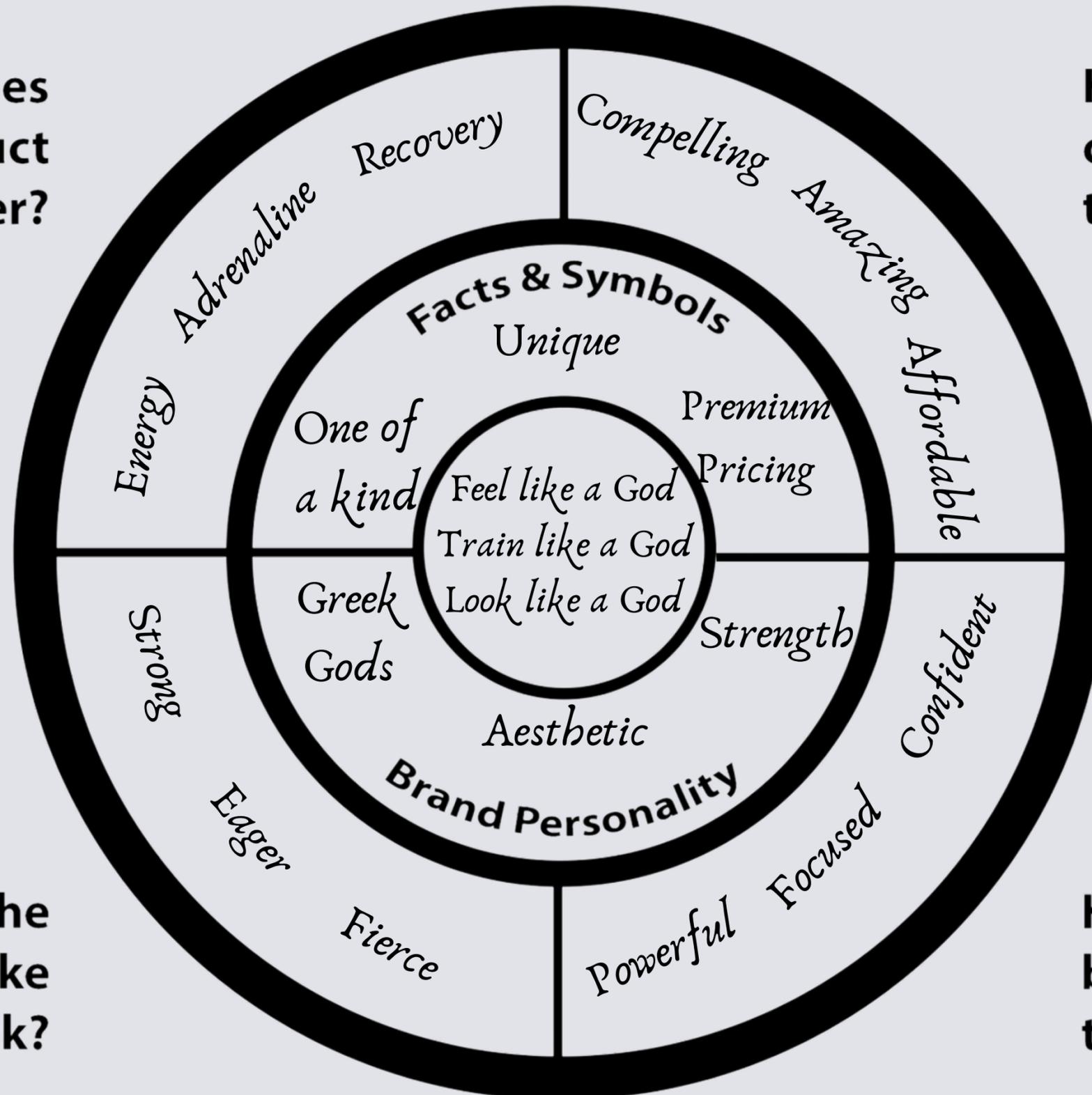
4. Is a former navy seal



Brand Essence Wheel Template

What does the brand/product do for the customer?

How would the customer describe the brand/product?



How does the brand/product make the customer look?

How does the brand/product make the customer feel?