2026

NEWFUEL

BRANDING STRATEGY

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ABOUT

NewFuel is a non-caffeinated energy drink that derives its ingredients from natural energy boosting roots and herbs like Maca Root, Carob, and ginseng and avoids using caffeine as its main energy booster.



PROBLEM

NewFuel are tired of seeing so many caffeinated energy drinks due to caffeine's negative effects on sleep cycles – especially in teens.



01

BRAND MISSION

Provide A Healthy And Clean Alternative To Caffeinated Energy Drinks For The Younger Generation

02

BRAND VISION

To Establish NewFuel As The Go -To Healthy Energy Drink Provider For Teens

03

BRAND VALUES

NewFuel strive to provide a clean energy drink, focussing on organic ingredients and reducing environmental impact through sourcing and packaging materials. NewFuel aim to boost energy naturally without the caffeine crash, improving mood, focus and sleep for longer. The brand wants to support anyone looking for a healthier alternative.

01: Sustainability

02: Wellness

03: Diversity

04

TONE OF VOICE

TONE OF VOICE

NewFuel have an overall casual, youthful tone of voice to appeal to the younger demographic. The brand wants to come across as friendly and welcoming to all, being cheeky and lighthearted in their messaging. Avoiding the serious tone of typical sports drinks. They want to be casual, approachable and fun but not come across as unprofessional.

Character / persona

Friendly
Welcoming
Healthy
Cheeky

Tone

Personal
Youthful
Honest
Passionate

Language

Lighthearted
Chill
Authentic
Positive

Purpose

Make a difference
Sustainable
Wellness
Organic

05

AUDIENCE RESEARCH

DEMOGRAPHICS

The primary target audience are aged 18-25, trying to get through college or their first job. They are health conscious and concerned about how caffeine is affecting their sleep cycles and anxiety levels on top of late-night deadlines.

They also may tend to purchase organic foods and are willing to spend more on a cleaner product. They tend to buy online, research through social media, shows more value driven buying (specifically toward cultural / eco issues). Lean more toward memorable experiences.

Age: 16-20
Gender: All, gender neutral
Nationality: All
Education: GCSE - Degree
Occupation: Student or 1st time job
Household Income: N/A
Marrital: Single
Children: None
Homeownership: Lives with parents
Socials: Youtube, Insta, Tiktok, SC

DEMOGRAPHICS.

73% of Gen Z consumers check ingredient lists before making purchases
65% actively seek out products with natural ingredients
58% are willing to pay more for beverages with functional benefits
47% research a brand's environmental practices before buying
TikTok, their platform of choice, is flooded with #guthealth, #adaptogens, and #cleanlabel content

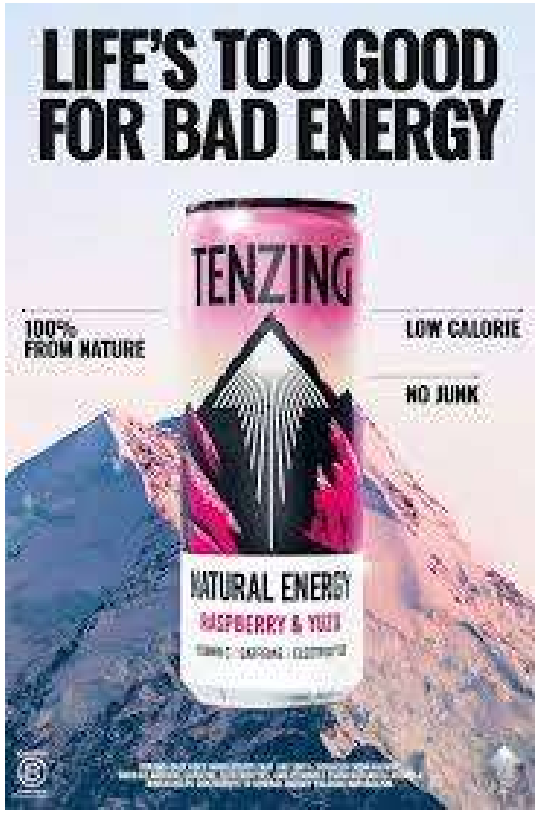
Origin stories that connect with consumers' values (not fabricated brand myths)
Honest ingredient information that builds credibility (including admitting when they're not 100% perfect)
Environmental impact insights that attract conscious buyers (with real numbers, not vague claims)
Clear communication about functional benefits (backed by actual science, not pseudo-wellness jargon)

06

COMPETITOR ANALYSIS

TENZING

Tenzing are an energy drink brand who share a similar goal of wanting to create a healthier alternative with plant based ingredients whilst also being mindful on the planet. The brand shares the youthful and energetic design, however may feel too sporty – not for students. They also include caffeine in their drinks which differentiates NewFuel



TENZING®



MTE

MTE are a non-caffeinated energy drink brand who also use natural ingredients and have a concern for the environment. MTE however have a very ‘professional’ and ‘medical’ branding that won’t appeal to the desired target audience. They also only offer this as a powder that you add to your drinks.



mte



NEXBA

Nexba are all about balancing good taste with good gut health, using no artificial flavours or sugars. They have a more funky and fun vibe than MTE but may be too ‘feminine’. They also only have 2 flavours of their ‘fit fizz’ energy drink and it isn’t clear whether it is caffeine free.



nexba®



DESIGN NOTES

What font type is dominant in your industry?
- Sans serif: Clean, minimal, approachable
- Handwritten: Organic, ‘healthy’, natural

Which colours are most common?
- Green: Known for being sustainable, natural and healthy
- Blue: Related to water / hydration
- Yellows / oranges: typical fruit colours

What symbols are currently being used?
- Leaves / plants: Typical to show the health side
- Type of fruit
- Drink shape





07

BRAND POSITIONING

BRAND POSITIONING

NewFuel wants to be perceived as a clean and healthy energy fuel to encourage healthier habits when needing an energy boost. They want to feel young and fresh but not seen as unprofessional or silly. They want to come across as bright and fun, inclusive to all and not too athletic.

Brand Word List

Cheeky
Young
Fresh
Inclusive
Natural
Energy roots
Clean
Expand
Energy
Organic
Honest
Earth
Vitality
Revive
Thrive
Wellness
Hydrate
Cool
Vibrant
Alive
Sustainable
Boost


High Quality
Low Price
High Price
Low Quality



















I wanted this brand to feel energetic, fun and have a sense of freedom. I put together a moodboard to visualise the feel of this brand, showcasing bold and dynamic typefaces with a more hand-drawn, doodle effect to appeal to the younger audience and show that healthy alternatives don’t have to be boring.

Thank You

THE END