

# ***Powdered Energy Drink Packaging Design Brief***

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# Project Overview

*This creative brief aims to find 3 products in the same category and research various aspects about the product and its packaging. The aim is to determine what the products target audience, price point and various brand features are, as well as establish what is to be believed as pros and cons of said packaging.*

## Regulations

- Nutrition content*
- Directions*
- Warnings*
- Location of business*
- Storage recommendation*
- FDA disclaimer*
- Proposition 65 Warning*

# G FUEL

## Brand Overview

G Fuel is an energy drink in powder form that is marketed towards gamers. The brand is deeply ingrained in gaming culture. G Fuel offers energy without jitters. They provide a variety of flavors and engage in collaborations with popular creators within the space. Their packaging is bold and eye-catching.

## Target Audience

Throughout the website, it is made very clear that this product is primarily marketed towards gamers and personalities within the space. Their collabs aim to gain an audience with the creator's audience, usually teenagers.

## Price Point

\$35.99

## Brand Features

- Very bright colors
- Visually busy designs
- Iconic characters
- Mentions gaming often
- Focus

## Pros

- Attention grabbing
- Compact
- Standard information layout across various tubs

## Cons

- Visually cluttered
- Overwhelming graphics



# GAMER SUPPS

## Brand Overview

Gamer Supps, also known as GG, is an energy drink alternative in powder form that offers energy and focus without the drawbacks of regular energy drinks. They really emphasize the health benefits of their product, first and foremost.

## Target Audience

While Gamer Supps is primarily marketed towards gamers, they also have heavily branched into the creator space that involves YouTubers, influencers and livestreamers. Their audience includes gamers, but also the audiences of the collaborators as well.

## Price Point

\$39.99

## Brand Features

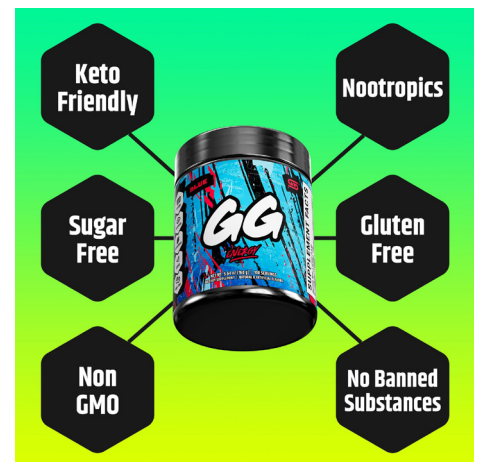
- Very vivid colors
- Health benefits
- Original art
- “Healthy energy”
- “Performance”

## Pros

- Very bright colors
- Compact
- Eye-catching original art
- Collectibility
- Limited time collabs

## Cons

- Lots of text breaks up designs
- Wrap is glued on, not printed on



# Rogue Energy

## Brand Overview

Rogue Energy is a low calorie, no sugar, energy formula in a powder form. It is an alternative to sodas and energy drinks. They claim to be higher quality than their competitors, in both nutrition and powder consistency. They claim to be a gaming company at heart.

## Target Audience

Rogue Energy advertises itself as a product that enhances the performance of gamers and streamers. They also have a lot of imagery with fitness models as well. They claim students, entrepreneurs and busy people would also benefit from their product as well.

## Price Point

\$37.99

## Brand Features

- Bright colors
- Hydration
- Energy
- Low calories
- Fruits
- Energy, focus, endurance, motivation

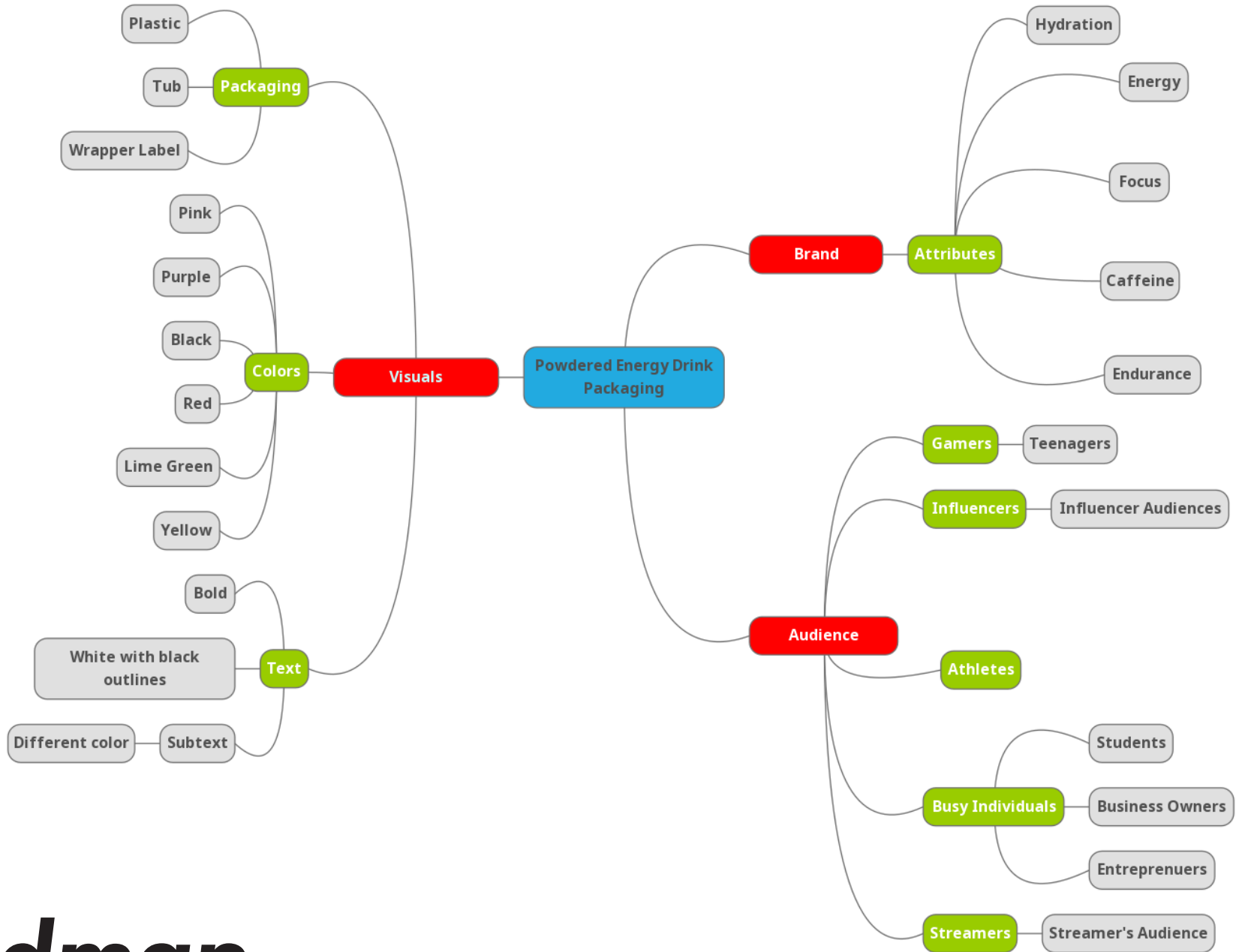
## Pros

- Very bright colors
- Compact
- Delicious fruit images
- Clean design

## Cons

- Not as eye-catching
- Not much variation
- Plastic tub looks cheap





**Mindmap**