

MONSTER ENERGY FINAL PRESENTATION

Melissa Rim, Brenna Cline, and Madison Justrich

👋 Introduction



Melissa



Brenna



Madison

Hello everyone! We are the Monster Energy team, and my name is Melissa, *Brenna*, and *Madison*.

For anyone who is not familiar with Monster, they are one of the most well-known energy drink companies in the country. It originally started as a juice company called *Hansen's Fruit and Vegetable Juices*, but after it's bankruptcy in 1988, two individuals named Rodney Sacks and Hilton Schlosberg decided to revive the company, the Monster energy drink that many of you see in stores today was released in 2002 with the tagline "Unleash the Beast."



What's the problem?

Monster Energy promotes a lifestyle revolving around sports, passion, and being at the top of your game. However, the brand *overwhelmingly* features male subjects and leans heavily into traditionally masculine themes while either underrepresenting women or portraying them in non-inclusive ways.

And ever since.... Monster Energy has promoted a lifestyle centered on sports, passion, and high performance. However, the brand—whether through its social media content or its advertisements—overwhelmingly features male subjects while leaning very heavily into stereotypically “masculine” themes. In addition, women are either underrepresented or portrayed in ways that aren’t very inclusive.

Not only did we recognize this issue, we realized that we lacked a lot of insight into how this male-focused branding is playing out in the energy drink market and how it could be affecting consumers’ perceptions of Monster Energy. Through qualitative research, we aim to understand how consumers interpret Monster Energy’s advertising, messaging, and whether this disconnect is deterring them from its products.

These findings can help us identify potential avenues for Monster Energy to attract a wider audience and improve outreach in the increasingly diverse energy drink market.



Focus Group

Goal: Get insights on why people don't purchase Monster Energy.

Sample:

- Women
- Ages 18 to 21
- Drink energy drinks but do not purchase Monster Energy
- 7 participants, 1 group



We conducted our focus group to gain insights on why people do not purchase Monster Energy as opposed to other energy drinks. We recruited people who were between the ages of 18 and 21. We had a single focus group that consisted of seven 18-21 year old women who drink energy drinks but do not choose to purchase Monster Energy. Monster Energy is a very prominent brand; however, there is a large group of young women who do not purchase their products. This group gave us an explanation as to why that is.

Image:

<https://www.amazon.com/Monster-Rehab-Lemonade-Energy-Drink/dp/B0BL756S36>

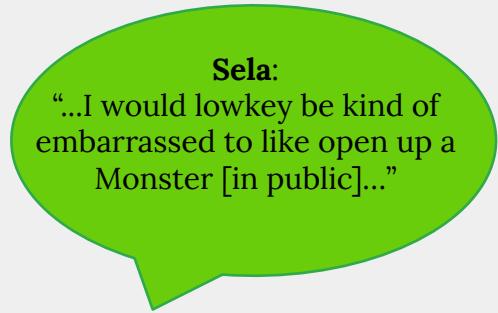


Key Insights from Focus Group

Biggest Aversions To The Brand



Packaging/Visual Aspects



Perceptions Of The Brand

The biggest insights we received from our focus group were that aversions to the brand cause consumers to not purchase Monster Energy products. The most prominent aversions we found were the packaging and visual aspects of the brand and the public perception of the brand. One participant in our focus group, Sela, said "...I would lowkey be kind of embarrassed to like open up a Monster [in public]..." .

Our key findings were that there is a high disapproval rate and a negative perception of Monster Energy's aesthetic in their product and advertisements. The main factor that motivates people to buy a specific energy drink is the look of the product. And, there is a sense of embarrassment or being uncool associated with buying or carrying around a can of Monster Energy. Our focus group also agreed that Monster Energy is largely targeted towards men, which also adds to their negative perception of the brand.

Left Image:

<https://www.walmart.com/ip/24-Cans-Monster-Energy-Original-Energy-Drink-16-fl-oz/159922626>

🔍 Survey Sample & Method

Recruitment:

- Friends
- Reddit
- Snapchat
- Screener Questions

Sampling Method:

Convenience

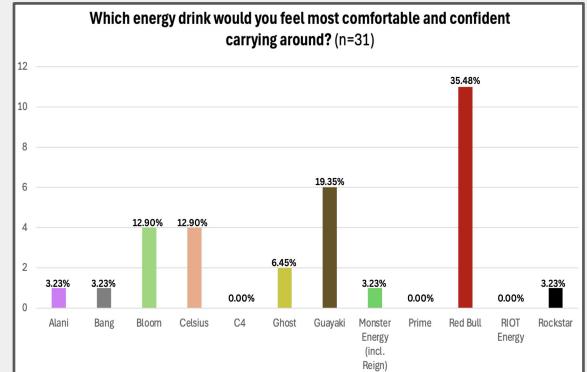
Total Sample Size: 62



For the survey portion of our project, we utilized an online survey on Qualtrics. We ended up getting 62 participants. We recruited through Reddit by posting our survey onto two subreddits related to energy drinks and we also used Snapchat by posting our survey onto a group for the class of 2026 students at the UO—in addition to sharing our survey with our friends. We also had a screener question that asked how frequently the participant drank energy drinks. If their answer was “never” they would skip to the end of the survey and would not answer any further questions.

🔑 Survey – Finding #1

Which energy drink would you feel **most** comfortable and confident carrying around?



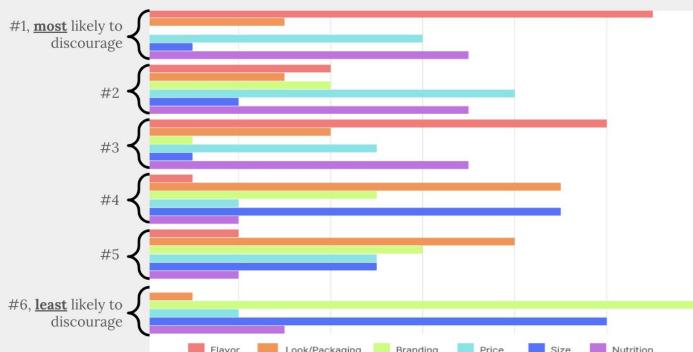
Note: Not every survey respondent answered this question.
Source: JCOM 470 Monster Energy Survey, May 2025

We were able to collect a lot of interesting findings from our survey.

One was that Red Bull was voted as the drink which people find the most comfortable/empowering to carry around, with 35.48% of our respondents. And that Monster Energy tied with Alani, Bang, and Rockstar with a value of 3.23%. In other words, despite being a well-known energy drink, Monster received one of the least number of votes from 31 of our respondents.

This aligned with our qualitative data because, during our focus group, many of our participants indicated that they feel the most confident drinking a Red Bull, and many of them labeled Red Bull as more socially “neutral,” compared to other brands (including Monster).

🔑 Survey – Finding #2

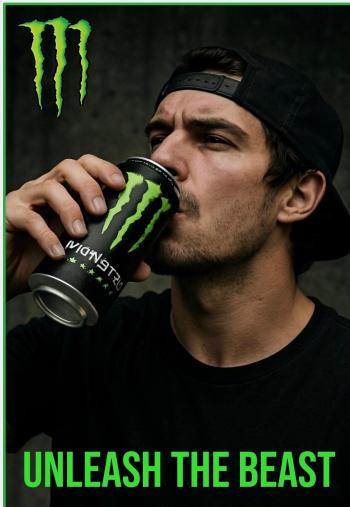


What factors would **discourage** you from purchasing an energy drink? (1 = most likely to discourage, 6 = least likely to discourage)

Another finding was that the least discouraging factor for purchasing an energy drink was branding (and size). Branding was voted least discouraging by 42.86% of our respondents.

We thought this was interesting because, during our focus group, both branding and size were huge factors for whether or not someone would buy an energy drink. And a lot of people from our focus group said that energy drink brands carry a perception with them that would prevent them from purchasing a product—a significant contrast to our qualitative data.

💬 Message Testing



Message 1



Message 2

We used AI (Chat GPT Plus and Sora) to develop our messages for the message testing portion of our survey.

Message 1 on the left reflects Monster Energy's traditional branding approach which is dark, intense, and masculine.

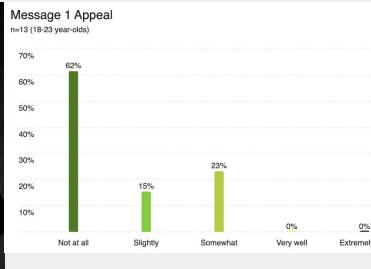
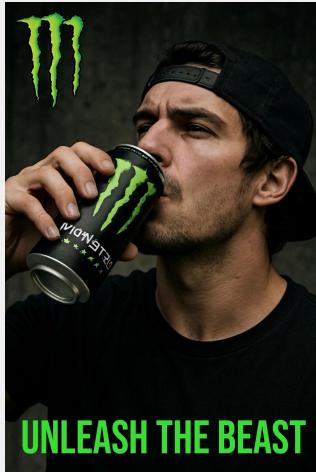
Message 2, on the right, keeps the same slogan but reframes it using a different visual narrative. The tone here is more empowering and lifestyle-oriented while still aligning with strength and performance.

Images

OpenAI. (2025). Image of a man drinking Monster Energy with the text "Unleash the Beast". ChatGPT Plus. <https://openai.com/chatgpt>

OpenAI. (2025). Image of a female athlete lifting weights with Monster Energy branding and their "Unleash the Beast" slogan. Sora. <https://openai.com/sora>

🔑 Key Insights from Message Testing



- 62% said it did not appeal to them at all
 - Mean = 1.61 out of 5 → low overall favorability.
 - Standard deviation = 0.84
 → relatively consistent negative feedback

Message Appeal	Message Appeal by Gender (Message 1)			
	Male	Female	Other (nonbinary)	Total
Total count (answering)	1	11	1	13
Not at all	0%	72.70%	0%	61.50%
Slightly	100%	9.10%	0%	15.40%
Somewhat	0%	18.20%	100%	23.10%
Very well	0%	0%	0%	0%
Extremely well	0%	0%	0%	0%

72.7% of female respondents said the message did not appeal to them at all

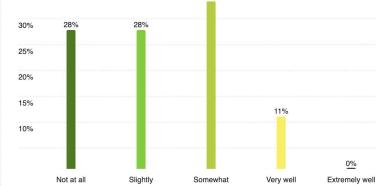
62% of participants said Message 1 did not appeal to them at all, with no one rating it as appealing “very well” or “extremely well.”

Message 1 had low appeal overall, especially among female and non-male respondents. 72.7% of female respondents said the message did not appeal to them at all. Message 1 reflects Monster’s traditional, male-oriented branding and strongly underperformed with female respondents, the audience we are hoping to expand the brand to. Almost 3 out of 4 women found the message completely unappealing. This supports our focus group findings that Monster’s aesthetic and tone feel overly masculine and disconnected from the values and preferences of many young women.

🔑 Key Insights from Message Testing



Message 2 Appeal
n=18 (18-23 year-olds)



- Balanced distribution
- More “somewhat” (33%) and “very well” (11%) ratings
- Mean=2.28→ moderate appeal
- Standard deviation=0.99
→ more varied opinions

	Message Appeal by Gender (Message 2)				
	Gender				
	Male	Female	Other (nonbinary)	Total	
Message Appeal	Total count (answering)	5	13	0	18.00
	Not at all	20%	30.80%	0%	27.80%
	Slightly	0%	38.50%	0%	27.80%
	Somewhat	40%	30.80%	0%	33.30%
	Very well	40%	0%	0%	11.10%
	Extremely well	0%	0%	0%	0%

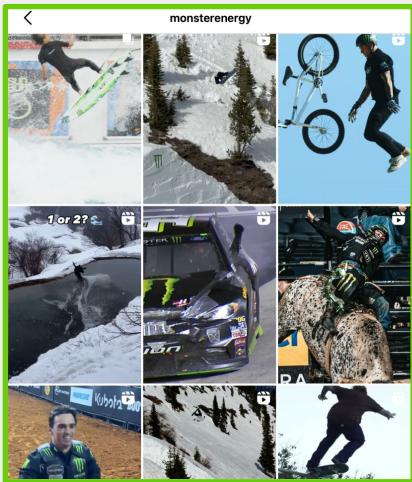
- Stronger and more positive appeal among male respondents, with 80% rating it “Somewhat” or “Very well.”
- Female respondents showed **mixed but less negative** reactions compared to Message 1

Message 2 received a more balanced distribution of responses, as well as moderately positive reception. While 28% still said it did not appeal to them, more participants rated it as “somewhat” 33% answered “somewhat” and 11% answered “very well”. Of the five male participants, 40% rated the message as “Very well” and another 40% rated it as “Somewhat” appealing,

Female respondents had a more mixed response: 30.8% said the message did not appeal to them at all, 38.5% selected “Slightly,” and another 30.8% chose “Somewhat.”

From this data, we can take away that message 2 was more inclusive and less polarizing, and successfully engaged a broader segment of the target market

⚡ Communication Recommendation #1



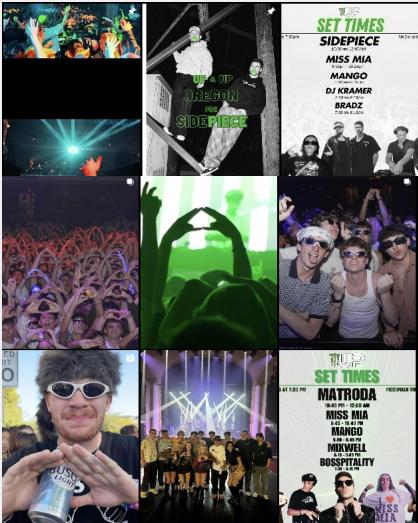
Feature more women on the Instagram account.



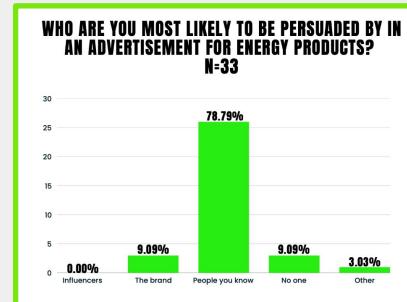
Through our focus group we found that our female participants do not feel reflected in Monster Energy's social media advertising and presence. They also said they would be more inclined to drink Monster Energy if the advertising was more female-oriented. Through our survey we tested two similar advertisements – one of a woman and one of a man in an athletic setting with a can of Monster Energy. We found that both men and women reacted better to the female targeted ad.

Because of these findings we are recommending that Monster Energy should keep the same theme they have on their Instagram account; meaning continue showing extreme sports; however, they should feature more females doing them. We think this will be effective because the two ads we put in our survey were the same in every way besides the gender. Since the current theme of sports works for Monster Energy and we found success featuring females, we think the brand should simply feature women in the same way they feature men.

⚡ Communication Recommendation #2



Refocus the
Up & Up
concert
tour
strategy



Monster already sponsors a concert tour called Up & Up. Currently, but they rely heavily on logo placement and high-energy EDM footage and photos from past events to promote it.

On another note, Our survey found that 78.79% of participants are most persuaded by people they know when it comes to energy drink advertising. This means that peer recommendations, authentic social sharing, and student-to-student influence matter far more to our target audience than traditional ads or even influencer posts.

Considering both of those insights, The recommendation is to shift the communication strategy to feature more of the monster product in student day-to-day life and center on peer-driven promotion through the up and up oregon page, which already has captured a pretty large audience of college students (4,773 followers)

They can do this by having the student brand ambassadors who run the up and up instagram account) or even campus organizations to share their own Monster experiences, highlight the drink in everyday moments (pre-concert hangouts, study sessions, gym time), and make the product feel relevant beyond just high-energy EDM events and extreme sports

Encourage peer-to-peer social sharing through ticket or product giveaways

https://www.instagram.com/p/DJSsXFVv4wO/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==



Ending Slide.