

Trust In Every Sip



Our plan to **increase**
ingredient transparency will
improve **trust** and consumer
engagement for Alani Nu



Situation



**Strengthen
Relationships**



**Customer
Loyalty**



Transparency





Krishna Pareek
Situation



Megan Miya
Background &
Analysis



Jordan Mars
Website &
Social Media



Julia Benson
Loyalty Program



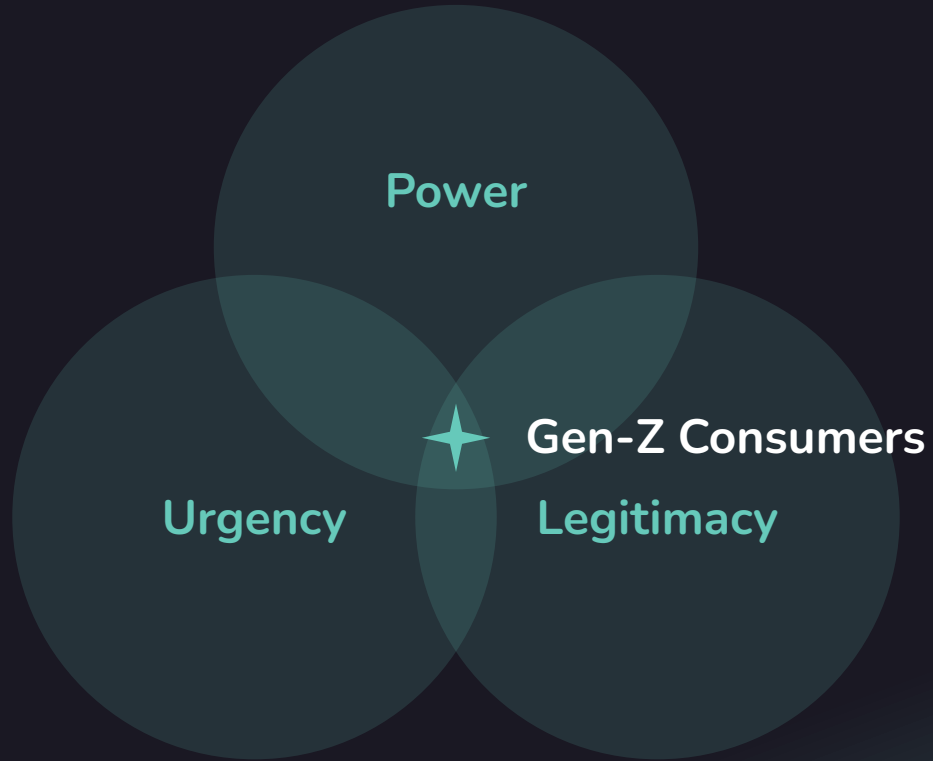
Trevor Young
Timeline &
Budget



Taylor Beeman
KPIs & Benefits



Salience Model



Consumer Focus

95%
Women

18-25
Age

**Fitness &
Nutrition**



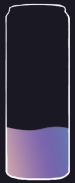
Sources: "Once Overlooked, Female Consumers Now Driving Growth in Energy Drinks"; "Alani Nu brand awareness, usage, popularity, loyalty, and buzz among energy drink consumers in the United States in 2022"; "About Alani."

Social Media



12.4 hours/week on TikTok

65% on Instagram



Connection to Communication Plan

8s

Attention span

61%

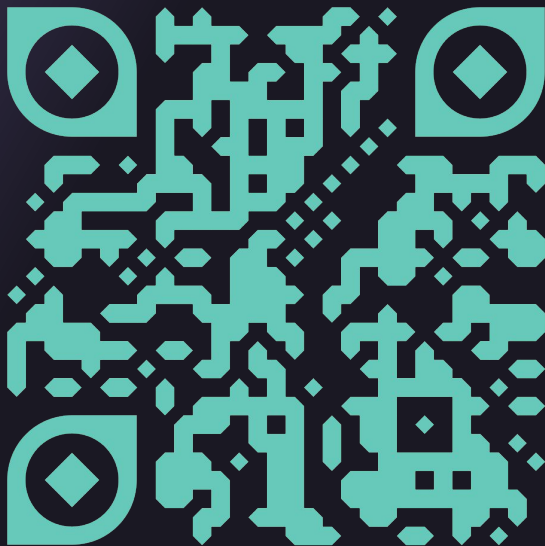
Participate in loyalty programs

76%

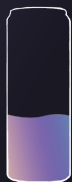
Want brands to respond to their feedback

78%

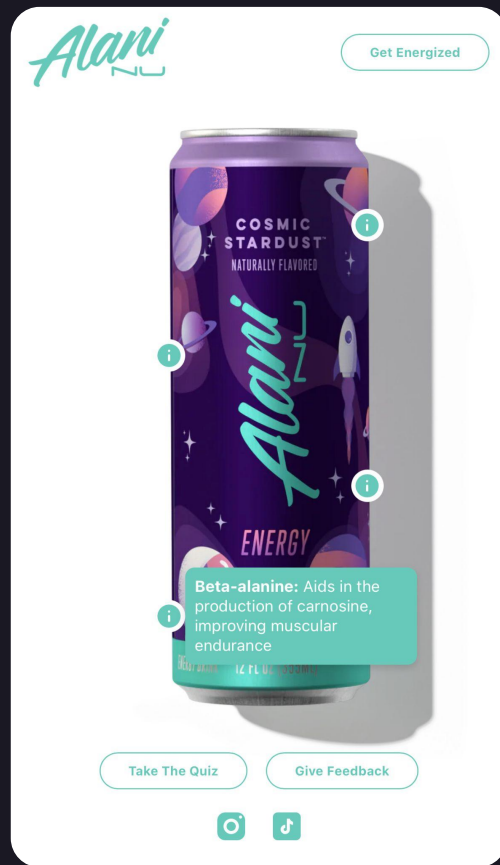
Engage with brands offering incentives

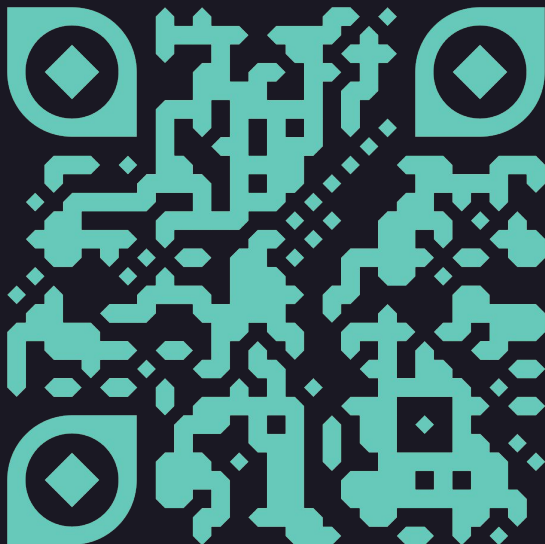


alani.jordanmars.dev

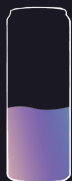


Alani_{NU} x **NHC**





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Alani_{NU} x **NHC**

Alani_{NU}

Get Energized

Quiz Your Knowledge

Take this fun and simple quiz to test your knowledge of Alani Nu's ingredients and earn points for fun rewards!

< Go Back

Question 1

L-carnitine helps your body turn fat into energy



True

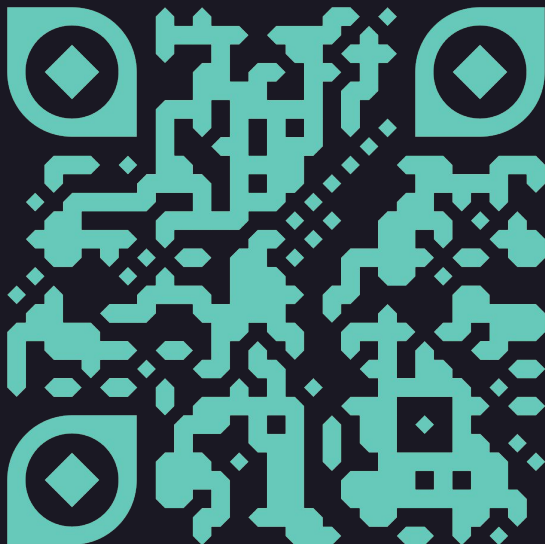
False

Next Question

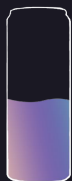
Take The Quiz

Give Feedback





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Alani_{NU} x **NHC**

Alani_{NU}

Get Energized

Give us some feedback!

Tell us what you think about Alani and earn points for fun rewards!

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How would you rate Alani Nu's communication?

How much do you feel you know about Alani's ingredients?

How much do you trust Alani?

Do you find this website helpful for learning about Alani and our ingredients?

Briefly describe your experiences with Alani

Fantastic!!

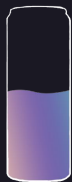
How can we improve?

Your new communication strategy is great!

Submit Feedback

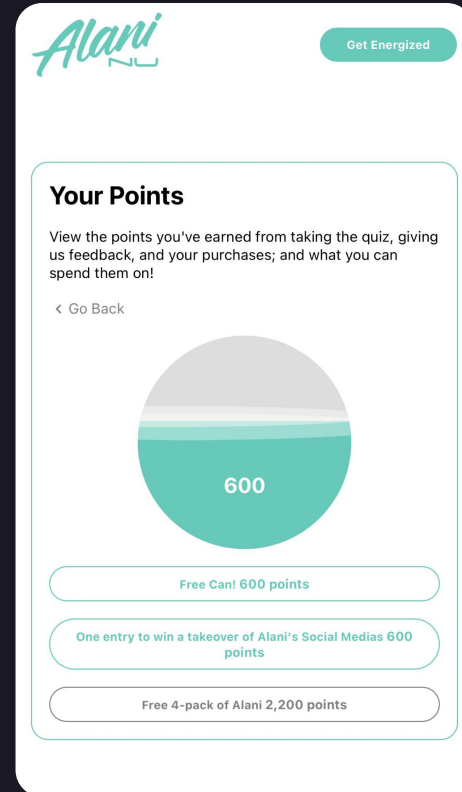
Incentive

79% of Gen-Z consumers are more likely to continue to do business with a brand because of its loyalty program



Loyalty Program

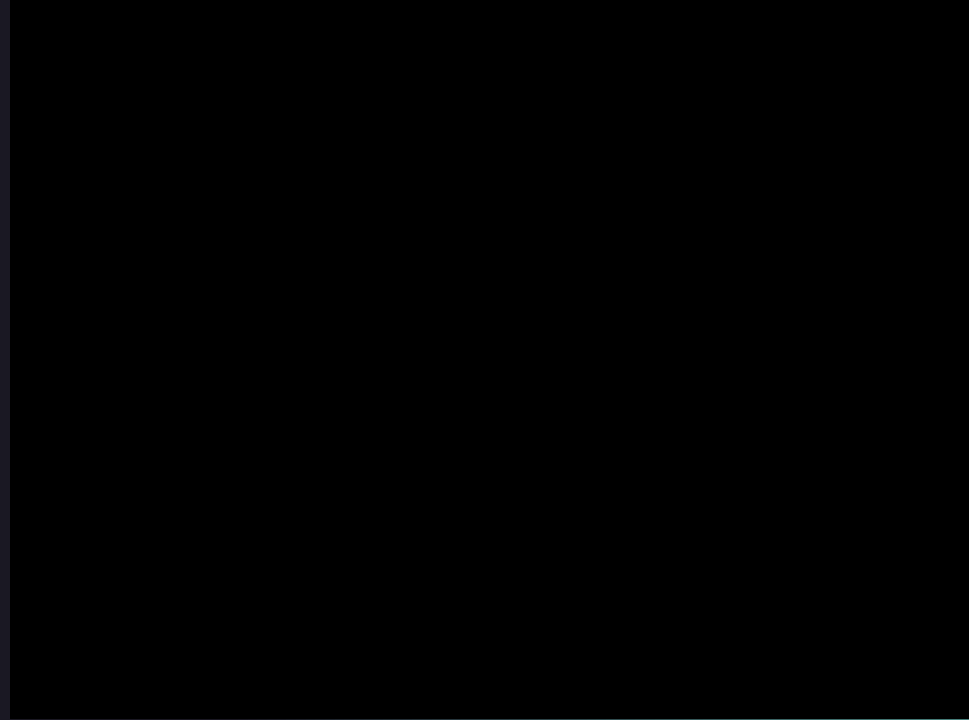
300 points for feedback survey
200 points for ingredient quiz
20 points per dollar on product purchase



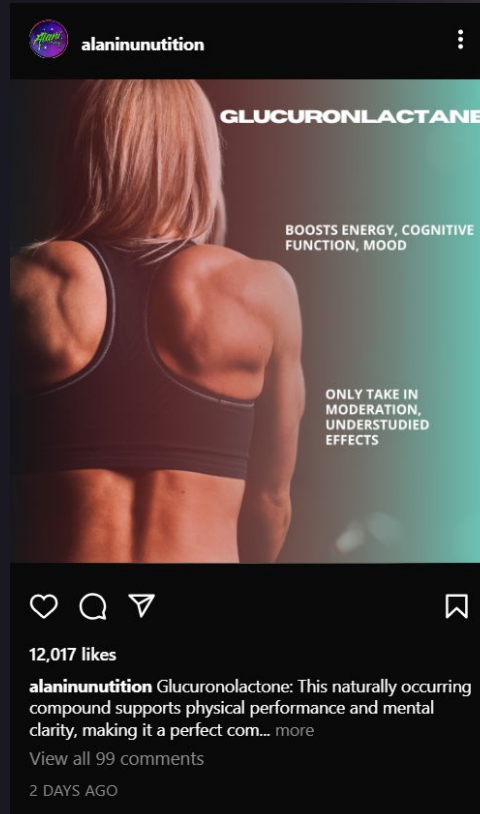
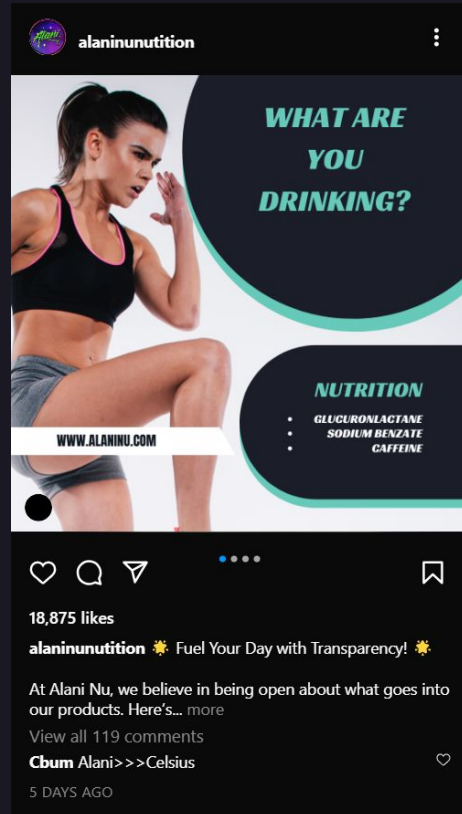
TikTok

Engaging and Informative

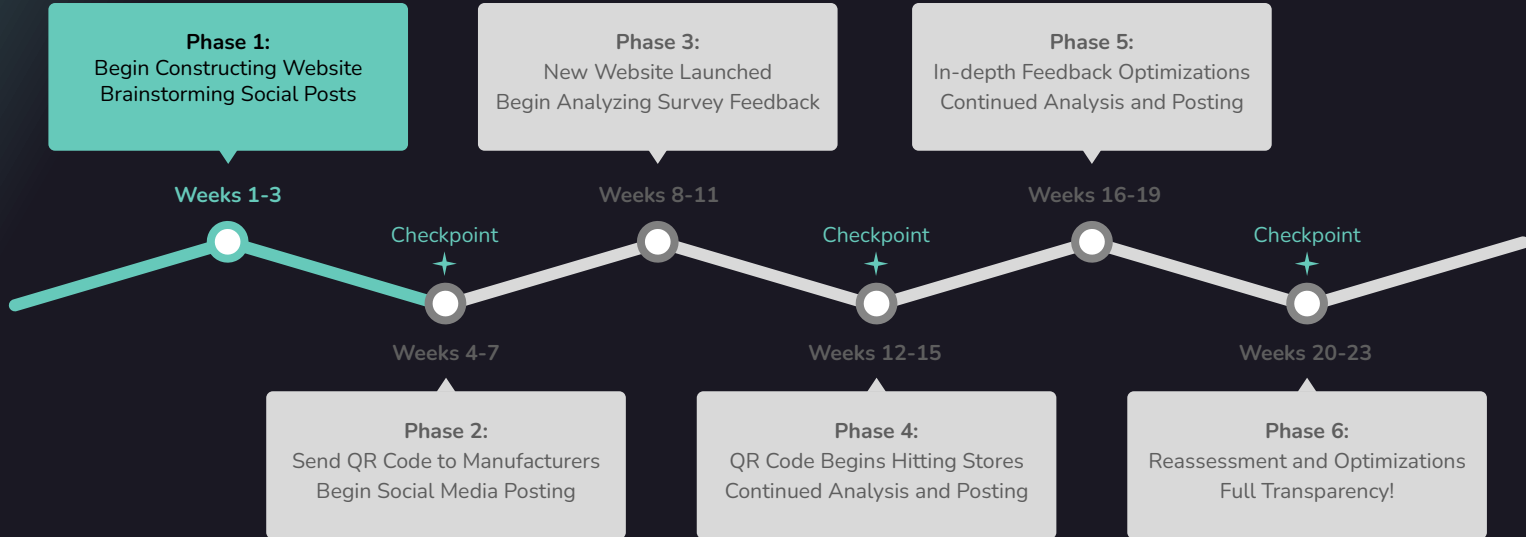
Maximize Reach with Trends



Instagram



Timeline



Communication Plan Budget

Variable Costs		
Item/Person	Cost	Description
Incentive Redemption	\$1,000-3,000	
Additional Website Labor	\$425	\$85 an hour for 5 hours a week on average
Materials for Social Media Post	\$0-100	
Editing Videos/Posts	\$250	\$50 per project, 5 projects a week on average
Total	\$1,675-3,775	
Fixed Costs		
Items	Costs	
Nikon Z6 2nd gen (Camera)	\$2,000	
Rode Wireless GO II (Microphone)	\$200	
Total	\$2,200	



KPI - Website Traffic

182k
Visits

+20%

220k
Visits

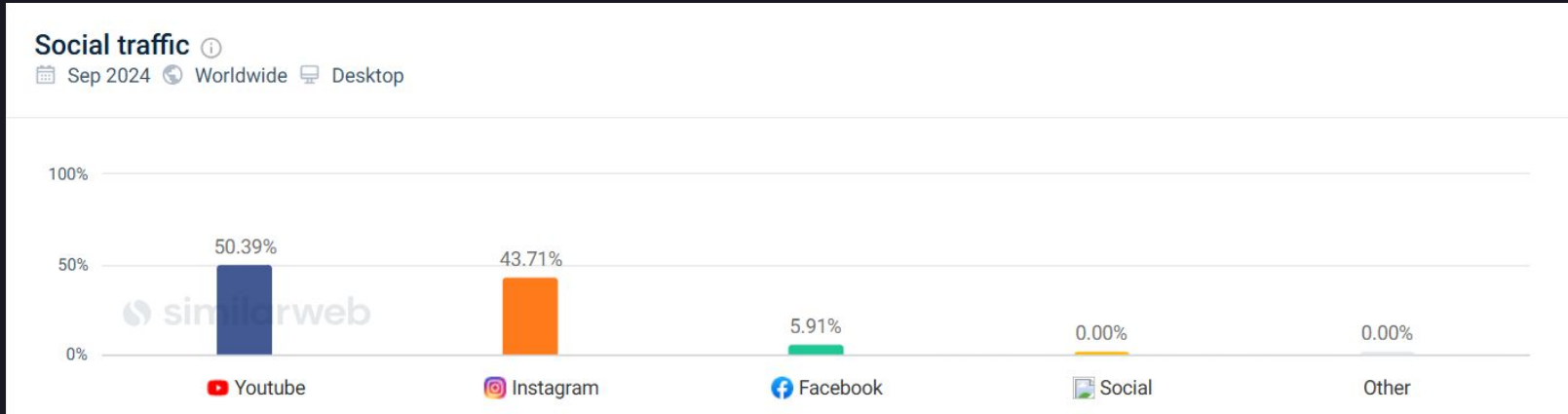
57%
Bounce Rate

-10%

47%
Bounce Rate



Improve 2% of Website Traffic to 5%




KPI - Surveys

NPS
Score

CSAT
Score



Sources: Qualtrics

The Alani Nu logo, featuring the brand name in a stylized font.

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Our objective to improve
transparent communication
with Gen Z consumers will
facilitate success for Alani Nu





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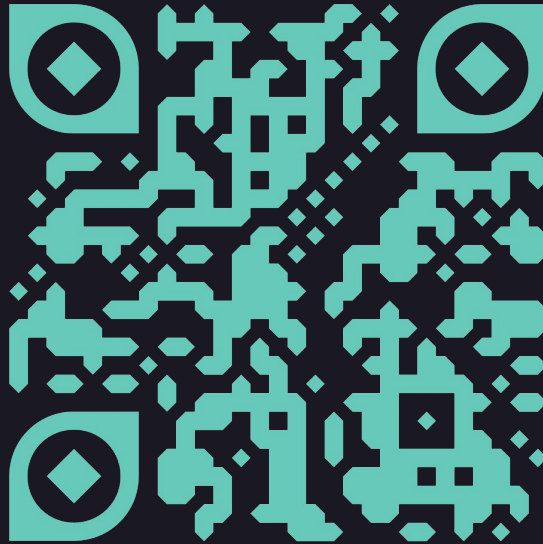
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Link/QR Code



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