

# **Alani Nu**

## **Stakeholder Analysis & Benchmark**

**Alani Nu can improve their communication strategy with Shareholders, Customers, and Retail Partners regarding product concerns.**





**Julia Benson**  
Intro



**Jordan Mars**  
Shareholders



**Trevor Young**  
Consumers



**Krishna Pareek**  
Retail Partners



**Taylor Beeman**  
Industry  
Benchmark



**Megan Miya**  
Wrapping Up



# Most Affected By Communication Strategy



**Shareholders**



**Customers**

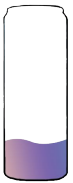
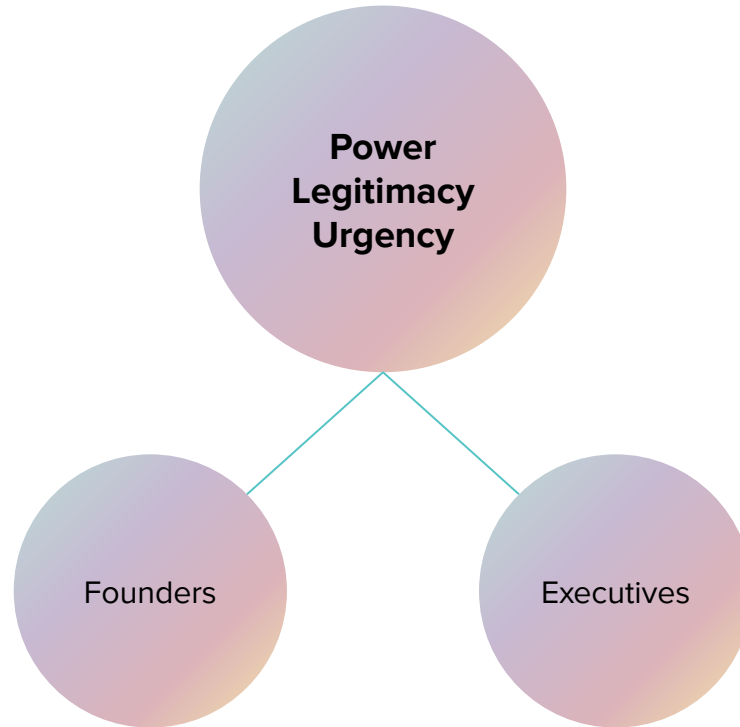


**Retail Clients**

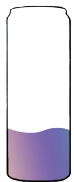


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# Stakeholder - Shareholders



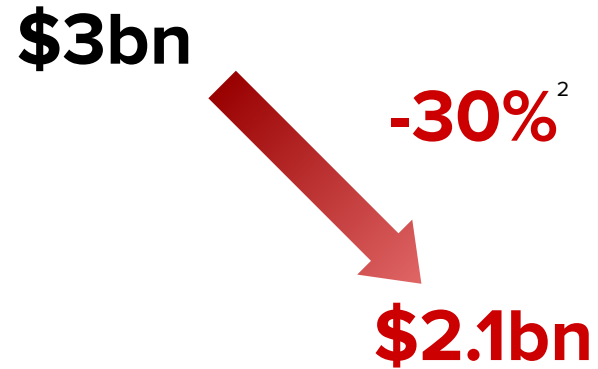
Seeking  
**\$3bn**  
acquisition<sup>1</sup>



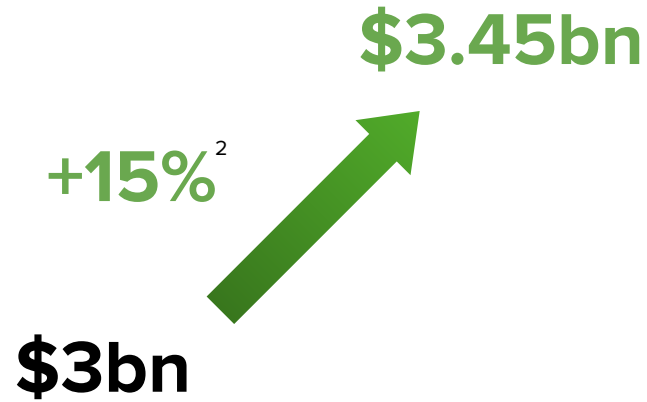
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nu

<sup>1</sup> [Summerville, A. \(2023, July\). Energy drink maker Alani nu explores options including sale | reuters. Reuters.](#)

# Companies Who Handled PR **Wrong**



# Companies Who Handled PR Right



# Stakeholder - Customers



**Loyalty**



**Health  
Focused**



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# Consumers Concerns

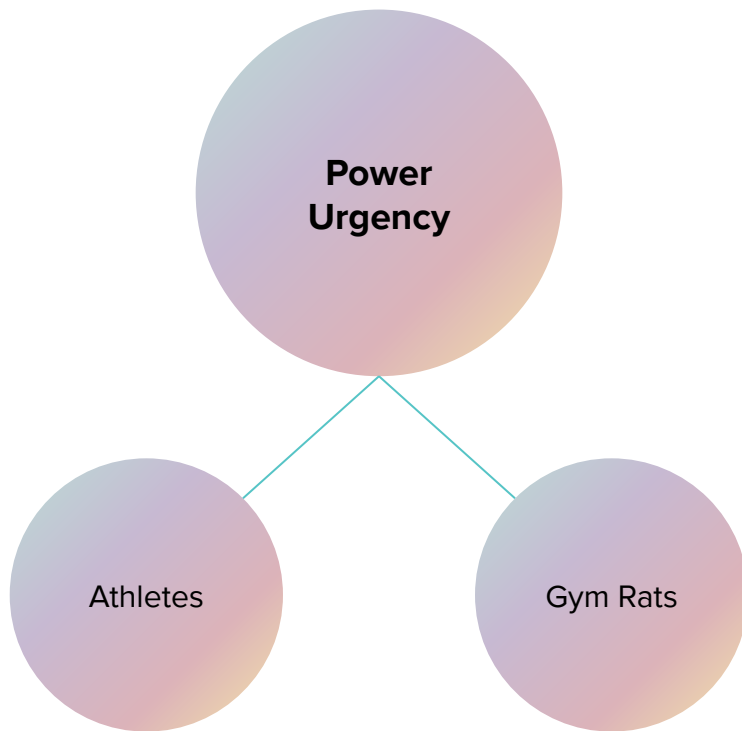


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<sup>3</sup> [Alani.nu reviews 2024 - Read Before you buy, Thingtesting, \(n.d.\).](#)

“These energy drinks taste great, but I am worried about how artificial they are... I can’t help but wonder if I am drinking some sort of synthetic battery acid?” - Lauren W.<sup>3</sup>

# Salience Model



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# Stakeholder - Retail Partners



# Impacts of Lawsuits



**Reputation**



**Financial**



**Legal**

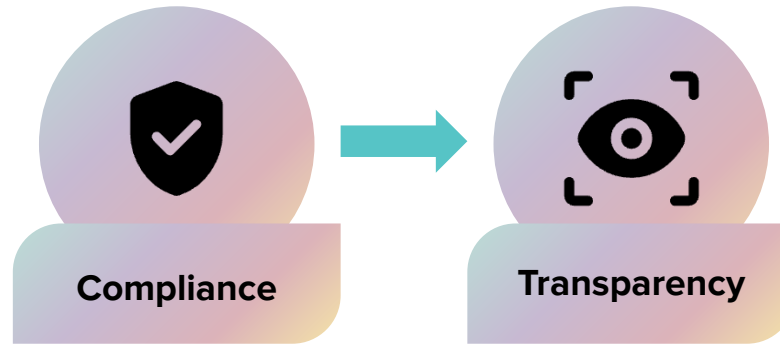


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# Industry Benchmark - Chipotle



# Chipotle's Solution





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