EFFIE AWARD ENTRY

 CLIENT: MOTHER
 AGENCY: SMART

 THE MOTHER OF ALL RELAUNCHES.
EFFIE AWARD ENTRY: MOTHER

Category: Beverages

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Client: Mother - The Coca-Cola Company

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Contents:
1. Executive summary
2. The situation
3. The solution
4. The results
5. Discounting other factors
6. Contribution to thinking
7. Conclusions and lessons learned

Word Count: 2996

THE MOTHER OF ALL RELAUNCHES.
OBJECTIVES:
To save a brand from deletion and turn it into a serious energy player for the Coca-Cola Company, with 20% of volume market share in the first year.

RESULTS:
5 times projected volume, contributed overall category growth in a category that is already growing year on year, #1 energy can, 900% ROI. Positive word of mouth, all brand health measures improved. The brand was not only saved from deletion but in year 2 the spend will increase, new product variations will be developed and it will be launched into another market. THE MOTHER OF ALL RELAUNCHES.
EXECUTIVE SUMMARY:

Interestingly, there are very few if any, examples of brands that have failed and then have been successfully resurrected. Mother is the exception. Despite being launched with massive spend and fanfare, Mother was initially rejected. Rebuilding the brand was an enormous challenge, especially with a sixth of the original launch budget.

This study demonstrates how innovative thinking and ballsy advertising took a brand from the brink of deletion to a major player in the energy category; the no. 1. energy can with 30% volume market share, the fastest selling energy brand with over 900% ROI. That’s a mother of a return!
THE SITUATION:
ENERGY

A CATEGORY THAT COULDN’T BE IGNORED.

The Coca-Cola Company has a long and successful history in Australia, with a number of iconic soft drink brands. Success has stemmed from its ability to be highly competitive in every major soft drink category. The Australian Energy Category has shown consistently high levels of growth and is now worth $513M. It has been in double digit growth (+20%) year on year and is dominated by two established major energy brands: V ($188m) and Red Bull ($186m) accounting for over 90% volume share. These brands are big spenders who have consistently invested in consumer marketing for over 10 years ($25M+ in 2007). The categories aggressive growth was impacting Coca-Cola’s core business by taking share amongst one of Coca Cola’s core audiences - young adults.

THE LAUNCH OF MOTHER

Mother was first launched at the beginning of 2007, with high expectations. Mother had been developed as a 100% natural energy drink (a category first and a clear point of difference to the established competition) and was supported by a hefty multi-media launch campaign. The early signs were looking good with the brand quickly gaining high brand awareness (85%).

MOTHER LEFT A BAD TASTE IN THE MOUTHS OF CONSUMERS

This success proved to be fleeting as Mother failed to gain traction and by the end of its first 12 months was in rapid decline. Despite 84% prompted awareness, the rate of repeat purchase was less than 50%. Worryingly this meant Mother’s market share was in decline despite double digit category growth. Having achieved a maximum share of 8% in July of 2007, this had dropped back to as low as 4%.
At the heart of the problem was the fact that 8 out of 10 consumers rejected the taste (ouch!) and typical of this audience, they then went on to tell their mates exactly how bad it was.
The Situation:

Rock bottom:

Amongst the trade, Coca-Cola’s credibility was at risk. With customer and system confidence at an all time low, the business was not only under pressure to walk away and cut its losses, any further attempts with the brand would face significant scrutiny from all stakeholders and would struggle to get the same support both internally and with the vital retailer network.

Stubborn, eternally optimistic, inspired or all of the above?

Despite facing what most would consider unrecoverable setbacks, the brand team pulled together and pitched for a final rescue attempt with a limited DME (direct marketing expenditure) knowing that it would be the last chance. At this stage SMART became involved and so in conjunction with the Mother brand team we set about bravely tackling the issues to deliver what most people thought was impossible.
Due to the growing significance and strategic importance of the energy market, success in the category was a portfolio priority. This meant the role of Mother was to not only tap into the category and grow with it, Mother had to steal share from the established competitors – Red Bull and V.

We needed to successfully re-launch Mother as a credible top three energy brand, reaching 10% volume market share in year 1 with the aim of increasing that to 20% volume market share in year 2. It all sounded possible until the other factors were added in. These targets would have to be achieved using an actively rejected brand and just a sixth of the original launch budget, not to mention in a category dominated by two established big spending brands outspending us by a factor of 4, as well as a plethora of other minor players such as RockStar, Demon and Samedi.

Beyond sales figures Mother’s goals were three fold:

(a) Win with PRODUCT - Remove the taste barrier perception. Convince consumers throughout the path to purchase, especially as they get closer/into store, that Mother has a new great taste. Converting the target consumer’s negative perceptions of taste to positive was key.

(b) Win with CONSUMER - Create winning brand building activity to drive desirability and re-appraisal – given our small budget, this needed to be achieved using a very targeted and cost effective approach.

(c) Win with CUSTOMERS – Excite the system and trade. Generate credibility, buzz and awareness to drive the new taste message hard! Given earlier failed energy attempts, the trade customer was very skeptical of the new Mother. This channel represents the highest volume for energy drinks and it was business critical to win here and was forecast to generate 85% of the needed volume.
THE SOLUTION:

KEY INSIGHTS:

In re-launching a brand that had been actively rejected we knew we needed more than just a powerful insight to anchor a new positioning. The major barrier for getting consumers to reconsider Mother would be getting them to listen in the first place. From the outset, we knew we had to attack the taste issue head-on and jump-start a dialogue with our target.

A ‘FAIR DINKUM’ TARGET:

18-24yo males were our bulls-eye target consumer as they represented the heartland of the energy category. Success had to be achieved here to establish ourselves as a serious contender. The category conventions revolved around extreme sports. Whilst effective over many years for our competitors, we realised our heartland audience were mainstream suburban males who were more interested in viewing than actually doing. Within this insight we saw an opportunity to tap into the male psyche and their real life energy requirements.

REAL MEN DON’T JUMP OFF CLIFFS:

With our limited budget (and time) we knew we’d have to be resourceful. Fortunately the ever-expanding world of social networking and blogging provided us easy access to what is essentially an organic focus group, without the artificial constraints of discussion guides and moderators. This was complemented by a series of consumer immersion trips to ‘real’ destinations such as Northies and Penrith Panthers to ensure our team understood first hand the world of the young mainstream suburban male and the ethnology of their group dynamics. Compiling the findings, we knew we were in fertile territory.

These blokes revelled in being with their mates and taking the piss out of each other. Mateship and tribal masculinity was not only a major part of our consumers’ lives, it was also the core driver for their energy needs. After all, it was often pressure from the group to ‘man up’ that drove their energy requirements. Humour and being unapologetically male were something that we found our audience respected. Mates, a laugh and talking it up we’re far more relevant to this audience than the world of extreme sports that had become ubiquitous within the broader energy category.
In tandem with the consumer research, we also conducted a significant review of the competitive environment, finding Australia’s energy market was going ‘soft’.

In an effort to recruit new users, the key players had adopted a more unisex approach to their marketing and in doing so had lost their edge with core energy drink consumers. In a category driven by potency, both Red Bull and V were seeking to broaden their consumer footprint to grow sales through their communication and product delivery (including their girly sugar free and flavour variants). Although this was a natural evolution for these brands, it left the door open for Mother to remind consumers what their need state is and what we stand for...“Over the top energy for Men”.

**CHANNEL PLANNING**

As with all other aspects of the campaign, our channel plan faced the numerous constraints of budget and the need for fast results. The team at Naked knew there wasn’t time for a seeding campaign targeting key influencers or the money to spread our message through multiple channels. Mother had to be heard and TV was the best way to achieve this, but it had to be done right!

To maximize reach and frequency amongst our target consumer, digital was used to stream the TVC on targeted websites (sports, gaming and entertainment sites). Cinema spots were also used to reinforce the message during male-targeted films. To ensure we got the biggest bang with our marketing bucks, the campaign incorporated some cost effective sponsorship and stunt marketing that could be leveraged through PR.

Sponsorship of the V8 super cars
THE SOLUTION:

THE CREATIVE SOLUTION:

We needed a innovative approach to break down the pre-conceived perceptions of this 'broken' brand in the hearts and minds of our cynical sales force, our cautious customers and our disappointed consumers. The brand team’s passion, belief and bravery in making this work was infectious and despite limited budgets, the creative team and communications partners embraced the challenge.

We knew saying Mother had a new taste wouldn’t cut through the cynicism and rejection… thousands of brands say this to consumers and it usually means: ‘you liked it before and now we’ve made it even better’. It wasn’t enough. Mother had tasted bad. We needed to talk straight, be more over the top and as any self-respecting man would, we needed to own up to our error and do more than fix it…we needed to obliterate every last shred of it.

Therein we found our creative idea; “Humorous over the top expressions of a man’s irrepresible desire to take action and their subsequent need for more energy demonstrate Mother’s over the top energy hit and unashamedly male personality”

A real Mother drinker doesn’t have a discussion about how he feels giving everyone a safe space to express themselves, followed by a group hug and a rousing chorus of Kum By Ya. What are we a chick drink?! Hell no, we should man up, and fuelled by Mother’s over the top energy we should take serious action.

MOTHER HAD A PROBLEM, SO创造性ALLY WE TOOK ACTION WITH AN OVER THE TOP BUT HUMOROUS MALE RESPONSE.
THE SOLUTION:

EXECUTION:
TV/DIGITAL AND CINEMA

The spot saw the creators of old Mother...yep the ones who screwed it up so badly... hunted down by a swat team and dealt with in a series of tongue in cheek, over the top and only 'a man can understand' reactions. This brave execution was surprising and entertaining and it reinforced Mother’s unashamedly male personality and honest tone of voice. Humour was used to differentiate Mother from its competition.

The impact of the campaign was big...so big that it received a lot of press coverage and a few complaints.

The complaints resulted in the Mother TVC being restricted to after 9.30pm. Rather than sit back and simply change our media schedule, we saw this as an opportunity to continue to build the brand’s personality...after all ‘Mother’ has the irrepressible desire to take action. So in true over the top Mother style, we recreated the 30 second spot using “highly expendable stick figures".
THE SOLUTION:

HUNT-DOWN LIVE

HUNT-DOWN STICK FIGURES
THE SOLUTION:

POS

At point of purchase, consumers were hit in the face with a punching bag and the promise of a new taste with double the energy hit. We developed a simple suite of POS that targeted the moment of truth at the fridge. A price marked decal was used in IC to drive trial and reappraisal at point of purchase.
THE SOLUTION:

PR

Engaging the IC trade and their media – we leaked the story early, which created rumours about the new taste. This was followed by a full reveal at launch but this approach gave us two hits of coverage and opened up the door for the sales force.

VIRAL STUNT

Viral stunt – Magazines (Zoo and mX) were taken to rural Victoria to decimate a truckload of old Mother in an ex-army tank. This demonstrated first hand new Mother’s over the top desire to take action. Stills and video captured all for the two publications and for distribution to other media.
THE SOLUTION:

MEDIA AND INFLUENCER OUTREACH

Media and Influencer Outreach - With a great tasting new product and over the top attitude, we let the product speak for itself. Product, 'Have you got the balls to try it?' communication and a squashed can of old Mother were sent to key media.

July 23, 2008

DO YOU HAVE THE BALLS TO TRY NEW MOTHER ENERGY DRINK?

Oh, we admit it. When we launched our Refreshing and Mother Energy Drink team we thought we had made a mistake. Why does it taste so damn awful? Turns out no one liked the taste of Mother so we've hunted down the element that connected with the public and resurrected them accordingly to ensure nothing like this ever happens again.

Back from the dead, this Mother of all stunts features our newly worked miracle of Mother with double the energy kick* in a huge 1000ml can. We hope you know what it takes to try New Mother.

It tastes nothing like the old one! Be man up, grow some balls and take the challenge!

Check out the video below to see what we did with old Mother Energy Drink Cans.

- Download Mother_loop.jpg
- Download Mother_open_image.jpg
- Download Mother_power.jpg
- Download TVC_stills.zip

New Mother Energy Drink - it's back, it's got double the kick* and it's got balls - do you?

Let us know what you think of new Mother by contacting mother@king.net.au.

*Compared to a regular 250ml can.
THE RESULTS:

Sales results have far exceeded expectations with out-of-stocks becoming a pleasant but real issue. After just 10 weeks of the campaign, 2008 year-end targets were met, requiring the sales expectations to be re-forecast. With final year sales over five times the original forecast, and Mother being the number one energy drink in grocery, the campaign and new Mother are a Mother of a success.

Importantly, a brand that was set to be delisted has now exploded with retailers with both large and small operators actually requesting that they stock new Mother.

MOTHER SALES HAVE ROCKETED!

- Delivered 2.5M unit cases (ucs) in 8 months! (vs. 650k Yr 1 target)
- No 1 Energy Can 30% vol mkt share (bigger than Red Bull and V cans)
- Latest Nielsen Vol Market Share by Channel (Latest 4wks). [NB. Mother = 1SKU; Red Bull = 10SKUs and V=24SKUs]
**THE RESULTS:**

Mother's market penetration has been consistent across all distribution channels

<table>
<thead>
<tr>
<th>GROCERY (Share of trade = 33.5%)</th>
<th>Vol% Share</th>
<th>Vol% Share +/- YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTL Energy</td>
<td>100.0</td>
<td>+94.8</td>
</tr>
<tr>
<td>Mother</td>
<td>31.3</td>
<td>+27.6</td>
</tr>
<tr>
<td>Red Bull</td>
<td>25.2</td>
<td>-16.6</td>
</tr>
<tr>
<td>V</td>
<td>23.8</td>
<td>-21.5</td>
</tr>
</tbody>
</table>

Nielsen Data to 21/1/09

<table>
<thead>
<tr>
<th>CONVENIENCE (Share of trade = 18.2%)</th>
<th>Vol% Share</th>
<th>Vol% Share +/- YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTL Energy</td>
<td>100.0</td>
<td>24.2</td>
</tr>
<tr>
<td>Mother</td>
<td>22.1</td>
<td>+20.6</td>
</tr>
<tr>
<td>Red Bull</td>
<td>44.0</td>
<td>-18.9</td>
</tr>
<tr>
<td>V</td>
<td>25.0</td>
<td>-9.7</td>
</tr>
</tbody>
</table>

Nielsen Data to 21/1/09

<table>
<thead>
<tr>
<th>ROUTE (Share of trade = -48.3%)</th>
<th>Vol% Share</th>
<th>Vol% Share +/- YA</th>
</tr>
</thead>
<tbody>
<tr>
<td>TTL Energy</td>
<td>100.0</td>
<td>+25.4</td>
</tr>
<tr>
<td>Mother</td>
<td>20.6</td>
<td>+18.0</td>
</tr>
<tr>
<td>Red Bull</td>
<td>26.3</td>
<td>-8.4</td>
</tr>
<tr>
<td>V</td>
<td>44.6</td>
<td>-15.0</td>
</tr>
</tbody>
</table>

Nielsen Data to Dec 08
THE RESULTS:

- Fastest selling energy brand delivering 900% ROI ¹
- Mother has accelerated category value growth from 7.7% to 18.6% ²
- 75% of grocery volume has been incremental to the category ³
- Attracted 35% new energy drinkers into the category ⁴
- Trial to repeat conversion is 26% (Red Bull @ 30% and V @ 34%)
- 100% distribution in Grocery and CandP/ 43% penetration in IC

¹ Nielsen, TTL market, Single Serve Energy Can Volume - data to QTR to 21/12/08;
² Mother Retail sales (Jul – Dec 08) annualized; CCA Nielsen; TTL Val% growth vs YA Jan-Jun 084 CCA Nielsen: TTL Val% growth vs YA Jul-Dec 08
³ Homescan Dec 08
⁴ Homescan Dec 08
THE RESULTS:

Research also shows that the relaunch of Mother has built the energy category. Initial signs that Red Bull is seeing some erosion since relaunch.
THE RESULTS:

Comparative brand metrics show the re-launch success went beyond product re-formulation.

<table>
<thead>
<tr>
<th>Division or Country</th>
<th>Australia</th>
<th>Mother of all Relaunches - Salvage or Die</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>OLD MOTHER</td>
<td>NEW MOTHER</td>
</tr>
<tr>
<td>Initiative</td>
<td>Jan-Jun 08</td>
<td>Jul-Dec 08</td>
</tr>
</tbody>
</table>

### Pre & Post Relaunch Campaign Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Improvement in Brand Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(amongst 16-29yo Male energy drinkers):</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Awareness</td>
<td>June 08</td>
<td>Jan 09</td>
</tr>
<tr>
<td>- Past 4 weeks</td>
<td>3%</td>
<td>24%</td>
</tr>
<tr>
<td>- Weekly</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>TVC Tracking from Millward Brown (Hunt Down Execution)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(amongst 16-29 Male weekly+ energy drinkers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Branding Recognition — definitely remember the ad</td>
<td>58%</td>
<td>87%</td>
</tr>
<tr>
<td>- Enjoy Watching It</td>
<td>58%</td>
<td>74%</td>
</tr>
<tr>
<td>- Talkability</td>
<td>27%</td>
<td>56%</td>
</tr>
<tr>
<td>- Brand is different</td>
<td>38%</td>
<td>45%</td>
</tr>
<tr>
<td>- Likely to drink</td>
<td>51%</td>
<td>63%</td>
</tr>
<tr>
<td>- Tastes nothing like the old one (strongly suggest)</td>
<td>32%</td>
<td>80%</td>
</tr>
</tbody>
</table>

### Ad Awareness — [unaided] (change Vs prior year)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Awareness</td>
<td>3%</td>
<td>19%</td>
</tr>
</tbody>
</table>

### Relevant Brand Imagery statement

(Amongst 16-29 Male weekly+ energy drinkers)

- For someone like me: 8% vs 28%
- Is great tasting: 6% vs 23%
- Provides an energy kick: 27% vs 45%
- Different from other energy drinks: 18% vs 34%
- Is cool & edgy: 14% vs 32%

### Energy Category Growth:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>8.9%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Value</td>
<td>8.1%</td>
<td>18.9%</td>
</tr>
</tbody>
</table>

### Volume [u/c] [Ex-factory]

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume % Share (Nielsen)</td>
<td>2.0%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Value % Share (Nielsen)</td>
<td>1.5%</td>
<td>11.3%</td>
</tr>
</tbody>
</table>

### Financial Metrics:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Volume Ucs (Original vs New: Jul – Dec 08)</td>
<td>760k</td>
<td>1,701k</td>
</tr>
<tr>
<td>GP</td>
<td>$895k</td>
<td>$7.5M</td>
</tr>
<tr>
<td>DMI</td>
<td>$6.8M</td>
<td>$3.0M</td>
</tr>
<tr>
<td>ROI</td>
<td>$0.13</td>
<td>$2.45</td>
</tr>
</tbody>
</table>

### Growth in Core Users

(Amongst 16-29yr Old Male weekly+ energy drinkers)

- Solus Mother users: 2% vs 3%
- Repertoire users (V, RB & Mother): 2% vs 15%

### Growth in Immediate Consumption (60% of Energy Vol Sales)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vol % share</td>
<td>1%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Penetration</td>
<td>0.3%</td>
<td>37.7%</td>
</tr>
</tbody>
</table>

### Optional Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Old Mother</th>
<th>New Mother</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorite Brand of energy drink – % (Males 18-30)</td>
<td>2%</td>
<td>12%</td>
</tr>
<tr>
<td>Consumption Intent - Top 2 Box (Males 18-30)</td>
<td>12%</td>
<td>21%</td>
</tr>
</tbody>
</table>
THE RESULTS:

Digital campaign delivered record breaking results
- Delivered Impressions 14M
- Unique Reach 4.4M
- Videos Started 1,528,028
- Videos Fully Played 1M+
- Fully Played Rate 54%
- Average Video Duration 37.71secs

MOTHER - TALK OF THE TOWN!
PR campaign benefited from a massive hook/benefit story and created huge buzz and awareness.
- 1,500+ media, influencers and bloggers reached
- 30+ pieces of off line media coverage
- 45+ online and blog mentions
- Total circulation of media coverage (not including blogs) is 3.8 million with total reach of 11 million +
THE RESULTS:

BLOGGER/SOCIAL MEDIA

Tracking the consumer dialogue of a brand

---

**Mother Energy Drink**

Coca-cola are pouring $10 million (Australian dollars) into marketing a new energy drink called "Mother". The drink will be released in Australia - where Red Bull and V hold a massive 94% of energy drink sales at convenience stores.

Coca-cola have no luck in cracking the energy drink market down under (LuP Plus and Burn). They will be marketing Mother to young men as an all-natural drink with attitude; the branding on the cans is gothic and reminiscent of a tattoo.

Not that V and Red Bull are the greatest tasting drinks out, I though I would try this and it is the most disgusting drink I have ever allowed into my stomach. Sure I'm buzzing a bit but so what?

Has anyone else tried it? It's the most wrong thing ever.

---

**Rica13**

Rated the taste of redbull and V but then a friend loved V so everytime he brought one held buy me one and I got used to it....

then another friend got me to redbull and vodka...

now I can't stand the taste of V....

tried mother only on the weekend didn't like it...

so am sticking with red bull 😊.

---

**daneyh**

mother tastes like bir juice....fucking horrible, don't waste your money on this crap shit.

in other news 7-11 just stopped there, 2x cans of V for $4.5 which was lifesaver on weekday mornings & work.

---

**Marshy**

I wonder if reps read threads such as these for feedback.

'Course they do it's INN 🤔.

---

**LaNa-Na**

Oh yuk, mother is fucking disgusting.

Redbull stinks all over V & the mother crap.

---

**AMP**

If you like the current Mother, stock-pile it while its cheap!! They are running the old stock out.

It will be re-launched soon, similar bottle/can but will be completely different on the inside - CCA have bought a syrups that tastes very similar to Red Bull so it will be more consumer friendly...not sure exactly when the re-launch will occur...There are samples around already, so probably not too long!!

---

**AMP**

The launch has been confirmed for next month and "It will taste nothing like the old one and will deliver double the energy kick, making it the most potent energy drink in Australia."

I think they will really have to focus on the "double energy" to even have any hope of breaking into the market....
THE MOTHER OF ALL RELAUNCHES.

BLOGGER/SOCIAL MEDIA

Tracking the consumer dialogue of a brand

Randy Lew

Member Since: Mar 2008
MemberID: 1613133
Location: IA, US
Posts: 10

I had a Prunon rep give me a bottle of V Lemon, I drank it. An hour later, a Coke rep gave me a can of new Mother, I drank it. Normally caffeine has no effect on me, but I felt a bit wound up for a few hours.

New energy drinks get released every week, and they all fail. I've tried nearly every one, but the market is owned by Red Bull and V and will probably stay that way. The new Mother will be a flop, even with the marketing muscle of Coca-Cola.

Coca-Cola is also releasing an iced coffee soon... WTF?

BTW I really like the new mother, but the can is too big.

#234

11-Jul-08, 09:10pm

angelar

Member Since: Jul 2007

New can looks cool but the name still sucks.

Attached Thumbnails

#244

24-Jul-08, 04:49pm

jesse_wg

Member Since: Jun 2005
MemberID: 168177
Location: VIC, AU
Posts: 23

They do things like go to the shops in one week and set up handing out stuff during schoolies, while playing cool music. They have good looking 19 year old girls drive round in modified mins giving things away. Much better marketing.

Definitely much better marketing. Red Bull's advertising is pretty pay but the amount of sponsorship they do for things like extreme sports and as mentioned above puts them far above the rest. Think about which crowd is going to want to drink the stuff and uni students are the prime market. That's how coffee was marketed in the late 80s and part of what has brought about the huge turn around in coffee drinking in the past two decades.

I didn't mind mother all that much though. I mean it's not like Red Bull exactly has a really peptic flavour... I reckon most people drink it because of what it does not how it tastes. But then psychologically you begin liking the taste because of this link.

#252

31-Jul-08, 12:03am

big eddie

Member Since: Jan 2008
MemberID: 444444
Location: VIC, AU
Posts: 1

Very clever ad, I'd be interested to know which agency is running this campaign. Because Jesus h christ the last one was retarded.
While various factors played a role in the success of Mother, in isolation they were not enough to generate Mother's massive success.

**PRODUCT**
The product was re-formulated to have a comparable taste with other products, including market leaders Red Bull and V. Also, previous ‘good tasting’ launches into the energy category had proven taste alone is not enough.

**SIZE**
New players like Rockstar, Demon and Samedi were entering the market with equal volume and similar product claims. Furthermore, Red Bull and V frequently conducted 2 for 1 offers, negating any volume advantage Mother had.

**DISTRIBUTION**
Red Bull and V had much higher distribution levels and more SKU’s. New Mother had a far lower level of distribution than previous Mother. Compelling advertising played a huge role in making in-roads into a jaded trade.

**PRICING**
Competitive pricing (when compared to full priced Red Bull and V) was used as a strategy but other players had parity pricing to Mother. In addition Red Bull and V regularly run price promotions, 2 for 1 offers and bundling offers so overall this can be discounted as a major factor in Mother’s success.

**MARKET GROWTH**
The energy category is in year on year growth however this can be discounted as Mother accelerated category value growth from 7.7% to 18.6%, 75% of grocery volume has been incremental to the category and Mother has attracted 35% new energy drinkers into the category.
The successful re-launch of Mother is proof that even in the face of failure, consumers are willing to re-engage in a dialogue with a brand that acknowledges its errors and seeks to engage consumers rather than speak at them. It’s also a timely reminder that there is life in TV yet and communicating the basic elements of a true and compelling insight in an engaging manner is an incredibly powerful tool.

The Mother re-launch will also change the way that both marketers and agencies approach failing brands...when we began this task we looked to other case studies for inspiration and proof that turning a rejected brand could be done. Alas we found none. So perhaps now, marketers faced with delisting, can consider a second shot knowing the best place to start is to talk to an empowered consumer with refreshing honesty.
Advertising played the pivotal role in Mother’s re-launch. Without engendering trust and promising consumers (and the trade) that we’d taken over the top action to deal with our huge taste problem we’d have been doomed. Over 80% rejection isn’t to be taken lightly or simply addressed with a re-package and new taste. Sure, we did that but we needed people to believe we were an energy drink with the balls to make drastic changes and this is where advertising made the difference. From the outset it was clear TV, with its ability to emotionally connect, would play our key role in letting consumers know this was nothing like old Mother…and that Mother tasted absolutely, nothing like the old one.

This powerful insight, shared in a compelling and funny way, won Mother what we needed most - the respect of our consumer. It had people giving it a go, blogging, uploading their comments on YouTube and acknowledging our balls. It won us brand love and helped us build a Mother of a case study.