

PRIME

Secondary Research Summary Report for Prime Hydration

Part one: Secondary Research Findings Summary

Executive Summary: This report highlights how Prime has deployed a creative and genius marketing approach to grow their brand into one of the most popular energy drinks on the market. Utilizing built-in fan bases, social media, and sponsorships, Prime successfully reaches a younger audience who loves to be a part of the Prime movement, keeping the product in high demand.

Report Summary: After reviewing Prime's mission statement, it confirmed my idea about the brand being a new age, trendy brand that appeals to the younger generation. Logan Paul and KSI embody this underdog mentality, and that is something I can add into my strategic plan. Prime's mission statement revolves around the idea of combining a drink that not only tastes good, but also is good for you. Capitalizing on this idea would be beneficial for my strategic plan. I found several types of research, ranging on a variety of topics. Prime's marketing strategy was touched upon in some, as well as Prime's revenue and sales numbers that highlight the success of the company. Furthermore, I found research on the direction of the energy drink industry, and the overall consumer opinion on Prime as an energy drink. I found my sources on the web, by searching key words to bring up topics I wanted. I also used some of the source finders provided, to either kickstart my search or lead me to a research article.

These research pieces are relevant to the portfolio I am creating because they provide me with key insights I can use to best create content for Prime Hydration. I have a solid background understanding on why/how Prime was started. I have insight into the brand's marketing strategy and why they are so unique compared to other energy drinks. I can also use knowledge learned on the energy drink industry to make sure I am keeping up with current trends. To conclude, Prime's success shows the power of influencers and clout when marketing to a younger audience. As I create pieces for my portfolio, I will keep in mind this power because this plays a huge role in how successful the brand is already.

Part two: Secondary Research Findings by Source

1. [https://drinkprime.com/Prime by Logan Paul X ksi](https://drinkprime.com/Prime%20by%20Logan%20Paul%20X%20ksi). PRIME. (n.d.). <https://drinkprime.com/>
 - Logan Paul and KSI embody an underdog mentality and they use this to appeal to a younger generation.
 - Prime's objective is to "fill the void where great taste meets function" and to "rehydrate, replenish, and refuel."
2. <https://www.thezenagency.com/latest/what-can-we-learn-from-primehydration/#:~:text=The%20Prime%20duo%20understood%20their,their%20bright%>

[20us e%20of%20colours](https://www.thezenagency.com/latest/what-can-we-learn-from-prime-hydration/#:~:text=The%20Prime%20duo%20understood%20their,their%20bright%20us%20of%20colours). The Zen Agency. (2023, February 2). *What can we learn from prime hydration*. [www.thezenagency.com](https://www.thezenagency.com/latest/what-can-we-learn-from-prime-hydration/#:~:text=The%20Prime%20duo%20understood%20their,their%20bright%20us%20of%20colours). [https://www.thezenagency.com/latest/what-can-we-learn-from-prime-hydration/#:~:text=The%20Prime%20duo%20understood%20their,their%20bright%20us e%20of%20colours](https://www.thezenagency.com/latest/what-can-we-learn-from-prime-hydration/#:~:text=The%20Prime%20duo%20understood%20their,their%20bright%20us%20of%20colours).

- Prime drip-feeds a lot of their products to stores, keeping demand high and consumers wanting more.
 - Prime is focusing on sponsorships to continue to grow their brand, with their most recent partnership with the UFC.
3. [https://www.si.com/showcase/nutrition/prime-drinkreview#:~:text=PRIME%20aims%20to%20%E2%80%9Cfill%20the,to%20have%20no% 20added%20sugars](https://www.si.com/showcase/nutrition/prime-drinkreview#:~:text=PRIME%20aims%20to%20%E2%80%9Cfill%20the,to%20have%20no%20added%20sugars). Prime drink review 2023 - Sports illustrated. (n.d.). <https://www.si.com/showcase/nutrition/prime-drink-review>
- Of the older consumers who buy Prime, a lot of them are buying Prime for their kids who enjoy all flavors.
 - One pushback on Prime is the price it is being sold at, as the price has been going up overtime.
4. <https://www.therichest.com/rich-powerful/the-prime-hydration-story-how-it-became-a-big-name-in-the-beverage-business/>
Padia, V. (2023, June 22). *The prime hydration story: How it became a big name in the beverage business*. TheRichest. <https://www.therichest.com/rich-powerful/the-primehydration-story-how-it-became-a-big-name-in-the-beverage-business/>
- Part of Prime's massive success is the huge following Logan Paul and KSI had before announcing their partnership. Paul and KSI utilize their knowledge to reach their younger audience.
 - In just over a year of its launch, Prime had over \$250 million in retail sales, highlighting its popularity and market penetration.
5. https://www.youtube.com/shorts/kfhMMrI_qJ8
- Prime's business idea is to maximize profits and cut costs, and nobody does a better job of that than Prime because Logan Paul and KSI are the advertisements themselves.
 - Prime saves millions of dollars since their marketing budget is just Paul and KSI, and nobody can influence better than those two can.
6. *Energy drink trends: What to expect in 2023*. Energy Drink Trends 2023| Glanbia Nutritionals. (2023, July 18). <https://www.glanbianutritionals.com/en/nutriknowledge-center/insights/energy-drink-trends-whatexpecthttps://www.glanbianutritionals.com/en/nutri-knowledgecenter/insights/energy-drink-trends-what-expect>
- The energy drink industry is expected to keep growing, with an increase of 7.2% expected from 2022-2027.

- 4 trends are expected to take the lead in the industry: new flavors, healthy claims, sports and Esports targeting, and Energy+.
7. <https://www.linkedin.com/pulse/prime-hydration-youthful-beverage-crazesparked-logan-richard-lagrand/> Lagrand, R. (n.d.). *Prime hydration: The youthful beverage craze sparked by Logan Paul and Ksi*. LinkedIn. https://www.linkedin.com/pulse/prime-hydration-youthful-beverage-crazesparked-logan-richard-lagrand
- Effective marketing campaigns that leverage social media platforms can drive rapid adoption amongst the target audience.
 - Engaging branding and creative packaging play a big role in attracting and retaining customers.