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LEVEL

Feel the lift, not the crash.



MARKET RESEARCH



Cleaner Formulas

Accelerated growth in organic energy drink segments



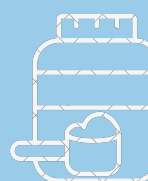
Stacked Benefits

Better-For-You (BFY) options



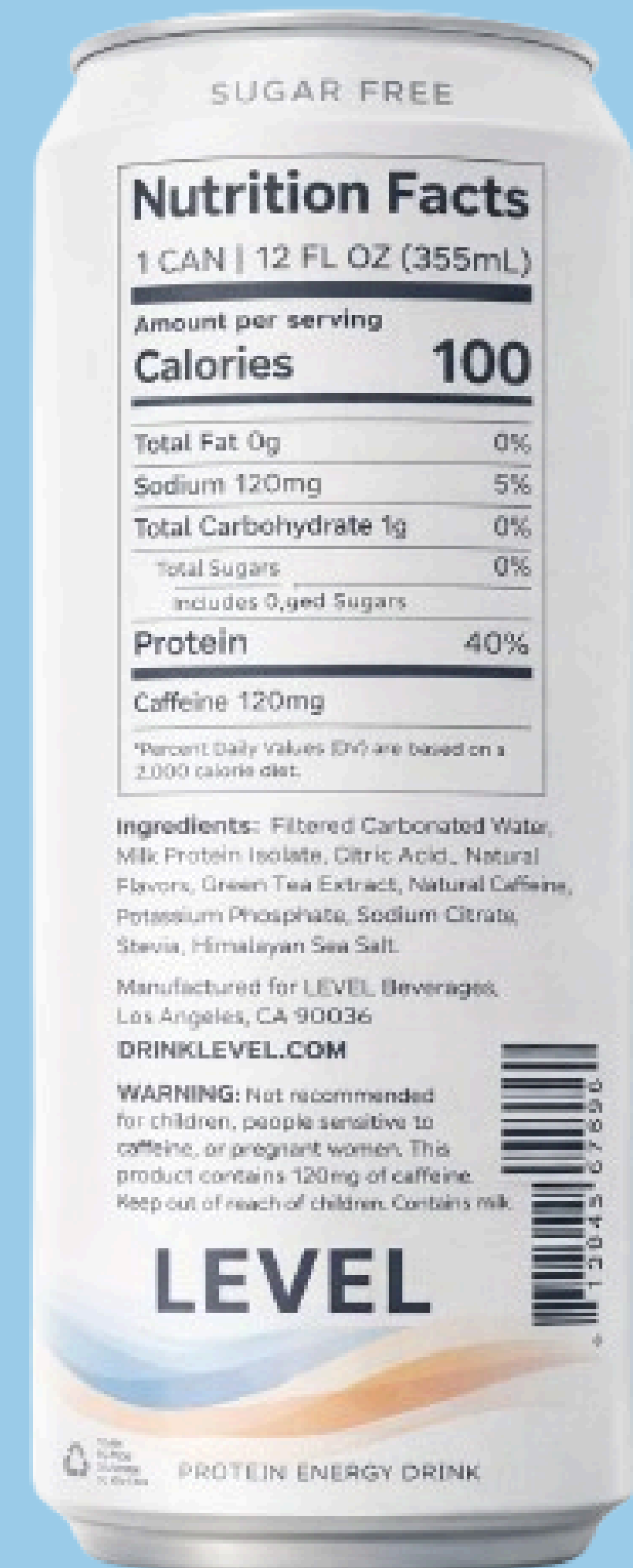
Wellness Focus

Consumers that engage in physical activity are more frequent users of energy drinks

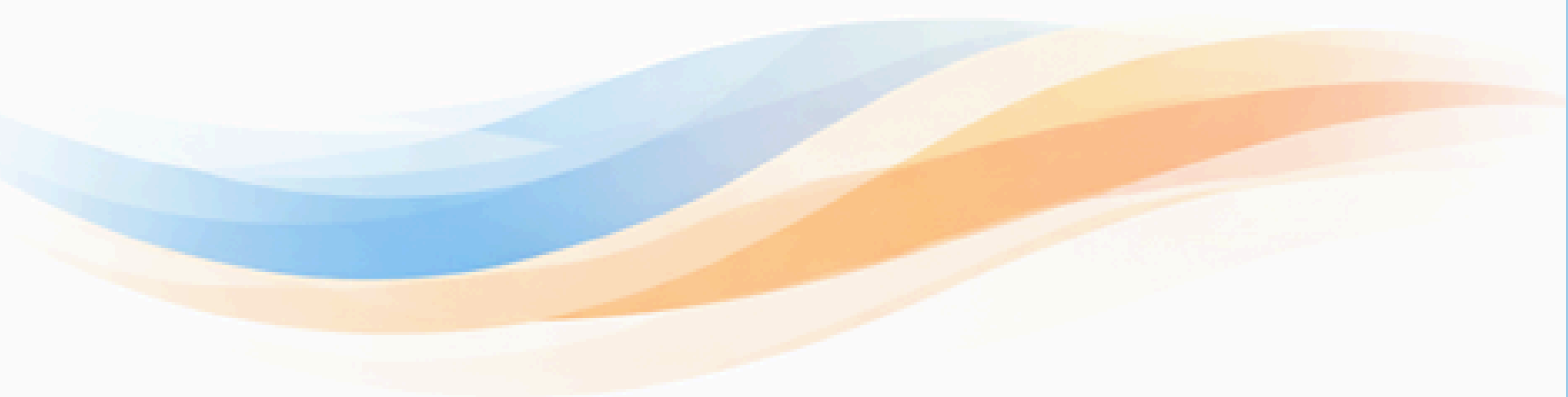


Protein Trend

"Proteinization" 15+ g of protein



LEVEL



LEVERAGING THE TRENDS

Low Calorie

120 mg of Caffeine

20g of Protein

Sugar Free

LEVEL



STP



Women



Ages 18-44



Physically Active



Health Focused

CLASS LESSONS THAT APPLY

Creative Freshness &
Consumer Tolerance

ABC's of Attitudes

Point of Differentiation

The Power of The Word
"Free"

