



CASE STUDY:

Defining Brand Audience with Brightfield Group Data

How ASPIRE Healthy Energy Drinks used
consumer data to drive social strategy and
successfully expand in the market



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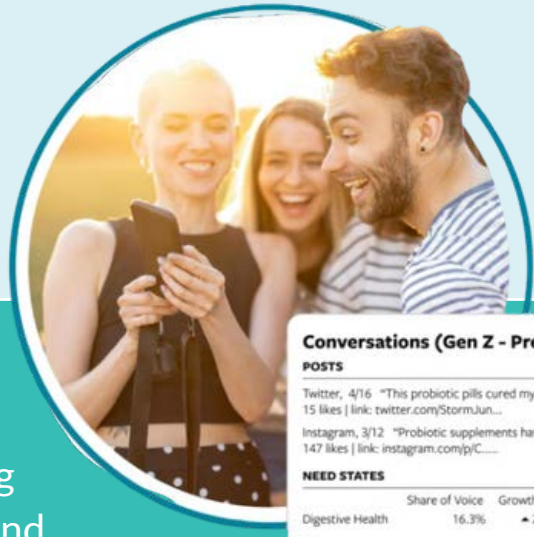
Overview

In the highly competitive energy drink market, ASPIRE® is captivating health-conscious consumers seeking an energy boost with its unique blend of natural caffeine sourced from premium green tea and Guarana Seed Extract, combined with essential vitamins. While the category is crowded, ASPIRE knew data could help its brand stand out and win share.



This case study shows how ASPIRE® employed Brightfield Group consumer insights data to successfully drive their marketing strategy and secure investors, propelling the brand to new heights.

About Brightfield Group



Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions confidently. It's a level of depth you can't find anywhere else.

Brightfield Group's AI-Driven consumer insights empowers marketers and product developers to innovate & brand with confidence.

Problem

Solution  BRIGHTFIELD GROUP

Outcome

I need more customers

Category specific consumer insights across brands and channels

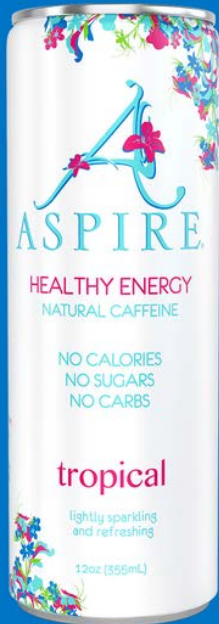
Double your customer base!

I don't know what product to develop next

Social listening into trending products, flavors, and ingredients + actual consumer adoption across trendy & traditional segments

New product development that is 10x more efficient!

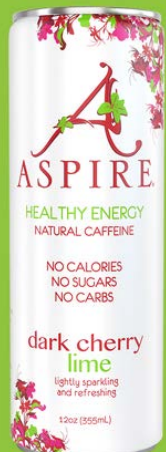
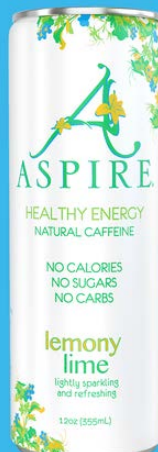
About ASPIRE® Healthy Energy Drinks



ASPIRE® is standing out among traditional energy drinks by addressing the growing demand for healthier alternatives. With 80mg of natural plant-based caffeine per serving, equivalent to a standard cup of coffee, ASPIRE® ensures a moderate caffeine level, allowing consumers to enjoy the beverage multiple times a day without overconsumption concerns.

The caffeine is derived from premium green tea and Guarana Seed Extract, and the product is vegan, kosher, gluten-free, and keto friendly. Its distinct wellness positioning is helping it win shelf space and new customers.

image credit: ASPIRE



Opportunities for Growth

ASPIRE® used Brightfield Group data to refine its target audience, create actionable personas, and answer key questions to support market relevance.

Identifying Consumer Needs

ASPIRE® recognized the potential to gain a deeper understanding of its diverse target audience. Eager to connect on a more personal level with consumers, ASPIRE® sought to uncover specific needs states, preferences, and beliefs of different segments within its audience.

Creating Actionable Personas

Who is ASPIRE® selling to? When crafting personas, the brand needed to differentiate across its distinct segments for gender and parenthood status. Both demographic and psychographic elements were needed.

Market Relevance

Brands seeking funding need to prove market relevance to investors and stakeholders. To secure funding and propel its growth, ASPIRE® had to address critical questions related to consumer perceptions, preferences, and emerging trends in the energy drink market.

Identifying Consumer Needs & Persona Creation

With Brightfield Group data, ASPIRE® delved into the minds of its consumers to create three key personas: Addie, Amanda, and Adam. These personas represented distinct segments of ASPIRE's primary and extended audiences, providing valuable insights into their needs, preferences, and priorities.

“[Wellness Consumer Insights] gave us themes we could use for our social media. I use it with all of our teams to remind them to stay clear-minded about what we’re trying to communicate.”

- ASPIRE®’s Chief Marketing and Strategy Officer, Kim Feil



Addie

Addie, a millennial without children, actively engages with platforms like TikTok and Instagram. For her, energy drinks play a vital role in maintaining a positive mental outlook, managing anxiety, excelling at work, and enhancing overall well-being. Products with no sugar, no calories, and healthy messaging will resonate with her. Addie prioritizes focus, brain health, and energy.



Amanda

Amanda, a millennial mom, is active on Instagram, Pinterest, and Facebook. Juggling high-stress levels, lack of sleep, and responsibilities related to children and work, she views energy drinks as an essential part of her daily routine. ASPIRE particularly appeals to Amanda as it helps her stay focused at work and provides an afternoon boost. The drink's natural caffeine, no sugar, and zero calories align perfectly with her priorities: brain health, energy, and focus.



Adam

Adam, a millennial man active on YouTube, Facebook, and Instagram, utilizes energy drinks to optimize both physical and mental health, often in his capacity as a father. ASPIRE's attributes, including no sugar, no calories, essential vitamins, and natural caffeine, cater to his priorities: functional health, energy, and brain well-being.

Seeing the Person Behind the Trend

How ASPIRE® Uses Wellness Consumer Insights

“I set it on energy drinks, I can look at moms, non-moms, dads, non-dads – I love the generational split.

[Other brands] don't have that, and **it's one of the most important things brands are trying to understand.** Most data sets don't slice by generation.”

- Kim Feil, Chief Marketing and Strategy Officer, ASPIRE®

Data-Driven Insights for Funding



Securing funding was a crucial milestone as ASPIRE® sought to propel its growth. To present investors with a compelling case, ASPIRE® began with Brightfield Group data. Wellness Consumer Insights provided an understanding of the wider consumer perceptions of caffeine and energy drinks. This gave ASPIRE® an effective starting point to articulate its market relevance.

Brightfield's breadth of data across generation, age, income, persona, and need state (to name a few) allowed ASPIRE® to demonstrate trends around consumers seeking healthier alternatives to conventional energy drinks. The brand gained insights into the rise of its positioning - consumers in ASPIRE's target population increasingly report the need for more energy while also looking for cleaner options. ASPIRE® could then position itself as a frontrunner in meeting specific wellness needs.

Understanding the generational splits and usage patterns further helped ASPIRE® make its case, showcasing the brand's adaptability to cater to diverse target audiences.

ASPIRE's Chief Marketing and Strategy Officer, Kim Feil, expressed how she used Wellness Consumer Insights to inform ASPIRE's investors:

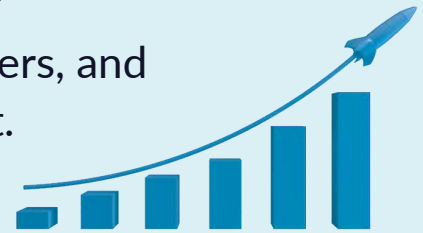
"I really like the ability to set on energy drinks and then toggle demographic variables, psychographic variables, and then also monitor key metrics against changing demographics."

"I wanted to be able to express to our investors that everyone has certain lifestyle concerns, but when you get into certain age segments and life experiences, they're focusing a little differently."

- Kim Feil, Chief Marketing and Strategy Officer, ASPIRE®

Outcomes

With a strengthened target audience, ASPIRE® successfully raised funds, targeted key consumers, and overall strengthened its presence in the market.



Efficient Audience Research

ASPIRE® saved time and money identifying its audience. Brightfield consumer insights gave it direction on how it could best connect with consumers in the energy need state with preferences for healthy alternatives.

Brand Guidance

With a clear picture of Addie, Amanda, and Adam, the ASPIRE® consumer was easily referenced for marketing, product development, and investor relations.

Funding Secured

ASPIRE® incorporated Brightfield Group Consumer Insights into investor decks and to provide data-backed answers to key investor questions like: how does the consumer perceive caffeine? and how do millennial moms and dads differ? Answer to key questions were only a portal click away.

About Brightfield Group

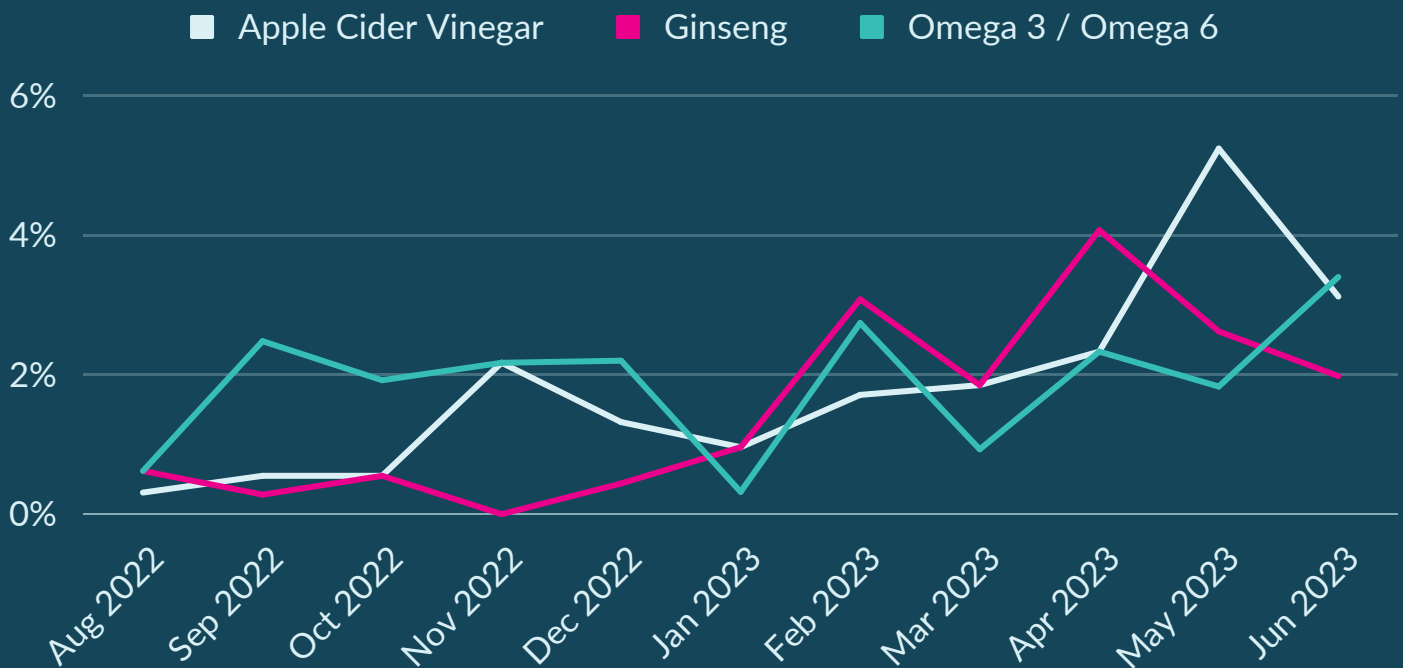


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Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions confidently. It's a level of depth you can't find anywhere else.

Our data doesn't just save time and money, it inspires innovation to keep your brand consistently ahead of the curve.

Top Growing Ingredients Among Millennials



The data is yours to explore with Brightfield Group social listening and consumer insights.

**BOOK A DEMO OF
THE PLATFORM**

