



Presents

Uncage the Rage! Soapbox Derby

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Introduction

- The Brand
 - Monster Energy
- The Event
 - Uncage the Rage! Soapbox Derby
- Measurement
 - Engagement



Target Audience

- Males ages 18-24
- High School Diploma
- Skilled Trades
- Employed
- Live in Alberta
- HHI: \$50,000+



Meet Tom Rogers!

- 21 years old
- Lives in Alberta
- Reeves College
- Employed Part Time
- HHI: 50K
- Loves the internet
- Athletic
- New technology excites him
- Enjoys Comedy Movies



Tom says...



Monster gives me that extra boost that gets me through my busy day when I have to balance between work and school.



Marketing Objectives

- To engage consumers with Monster Energy and create a brand experience by 25% among males 18-24 year-old within 3 months.
- To create goodwill and present a positive public image of Monster Energy by 30% among males 18-24 year-old within 6 months.



Key Message

- Monster Energy is pushing you past your limit
- Care about fans; their success
- USP: Caffeine
- #MonsterPush2015
 - Measure engagement online



Event Plan

- “Uncage The Rage! Soapbox Derby”
 - Sponsored by Monster Energy
- Raw, High Energy, Stimulating
- Competition = All Ages
- After Party = A18+
- Invites to local media channels



Registration for Team

- Sign up on Monster Energy Website
- Follow Facebook Fan Page
- Receive Monster Energy Gear



Where

- Lake Louise; Banff, Alberta



When

- Winter Term; Reading Week



Competition

- M18 – 24; Skilled Trade Students
- Teams of 3-4
- Create Monster sleds in 5 hours
 - Materials supplied by Home Hardware
- Compete to win Monster Trophy
- Grand Prize includes paid tuition, swag



Event Flow



Note: The image is adapted from Google Images, Monster Events. Retrieved January 25th 2015.

Event Sign-In 2:00pm



Competition Begins 3:00pm



Race Begins 8:00pm



Final Race 9:30pm



Note: The image is adapted from Google Images, Makeshift Sleds. Retrieved January 25th 2015.

Charity Speech 10:00pm

- Charity spokesperson with child on stage



Wish Comes True 10:30pm

- Child meets Celebrity as wish



Monster Party 11:00pm

- Party Begins with Deadmau5



Event Flow

- 2:00pm – Team Registration
- 3:00pm – Competition Start
- 8:00pm – Race Start
- 9:30pm – Final Race
- 10:00pm – Make-A-Wish Presentation w/Child
- 10:30pm – MAW Child meets Celebrity as wish
- 10:45pm – Top 3 announced w/Celebrity
- 11:00pm – Monster Party starts
- 2:00am – Party ends



Event Partnership



- Make A Wish Foundation: Southern Alberta
 - Grant wishes to children with life threatening medical conditions
- Largest wish granting organization in the world
 - More than 5,787 wishes in Canada were granted.



Event Partnership



Make-A-Wish: Mission Statement

"To grant the wishes of children with life threatening medical conditions to enrich the human experience."

Monster Energy: Mission Statement

"Monster encourages living life to the fullest and making dreams a reality."



Granting Wishes



Note: The image is adapted from Google Images, Make A Wish. Retrieved January 25th 2015.

Benefits



- All profits from sponsorship earned by teams will be donated
- Portion of ticket proceeds will be donated
- Representatives will be present
- Promotional material will be provided
- Earned media impressions
- Publicity and awareness



Celebrity – Seth Rogen



- Comedian, Director, Producer
 - Born in Vancouver, BC
 - Family contributes to the community
- Canadian Comedy Award
 - Best Writing in Film 2008/2011
 - Person of the Year 2008/2009
- Supporting Charities
 - Students & Education
 - Creative Arts & Children



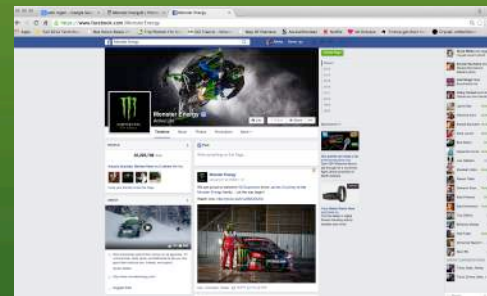
Activities & Support

- Participation in Monster Energy Drink
 - Judging the Competition
 - Appearance, Design, Performance
 - Speaker of the Event
 - Announce the Winners
 - Commentator during Contest
 - Preshow on stage before Concert
 - Stand-up Comedy
 - Hype man



Event Measurement

- Monster Energy Website
 - Live Streaming
 - Visitors and Viewers
- Facebook Fan Page
 - Followers and Fans
 - #MonsterPush2015
- Media Publicity
 - Print and Television



Thank You!



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