

ASPIRE

Pot of Gold Variety Pack

Unfamiliar. On Purpose.



CARSON COLLINS

CURRENT POSITION



Functional Positioning

Aspire is positioned around functional benefits (zero sugar, no crash)



Category Dynamics

The category is driven by identity, discovery, and engagement



Messaging Consistency

Messaging is consistent but blends into better-for-you competitors



Limited Shareability

Opportunity to create more engaging product moments

CONSUMER INSIGHT



Target Audience

- Gen Z and younger Millennials (18–34)
- Skew female, wellness-conscious, lifestyle-driven
- Seeking alternatives to traditional energy drinks and coffee



Behavioral Insight

- Energy is consumed as part of daily routines, not extreme performance
- Consumers prefer products that feel clean, approachable, and flexible
- Purchase decisions are influenced by small moments of discovery and novelty



POT OF GOLD VARIETY PACK

UNFAMILIAR. ON PURPOSE.



- 🌿 A limited-edition pack with two core flavors and mystery gold cans.
- 🌿 Peel the gold can's label to reveal the flavor and your prize.
- 🌿 Blends the curiosity of a blind box with the reward of a reveal

ACTIVATION AND PLACEMENTS



AMAZON

- Launch with a St. Patty's angle to drive click-through and conversion
- Strategic launch 6/8 weeks before St. Patty's Day to drive social engagement to be included in seasonal specials.

COSTCO

- Sampling anchored in core flavors to reduce purchase risk
- Packaging drives curiosity and bulk purchase

DTC

- Product page highlights the Gold Can and peel-to-reveal mechanic
- Hidden leprechaun mascot unlocks a discount code, adding a digital layer of discovery
- Encourages repeat visits and purchases through interactive reward moments