



Trend Bites

A taste of what's going on out there for the consumer to experience.

Energy-Pumping Products Appeal to Consumers' Need for Smart 'N Small Technology and Connection *[Issue 2; March, 2008]*

The advent of cellular phone technology, personal data assistants, the World Wide Web, Internet and wireless technology has afforded instant availability of information directly to the consumer. At the same time, technological advancement from Smart 'N Small Technology has also added more demands and stress to consumers' lives because of an inherent need to stay tuned in, (hypertasking, connection) forcing them to juggle more responsibility, maintain a faster-paced lifestyle and trade sleep for time.

Being forced to be higher-tech to keep up and maintain productivity, Americans are even more crunched for time than ever. Consumers are exhausted from too much work and responsibilities and 47 million are officially sleep-deprived [National Sleep Foundation, Sleep in America Poll, 2002]. Sleepy Americans need to pump energy, and energy-boosting products are an easy, quick choice.

The following is a sampling of new energy-boosting products designed to keep America awake.



Wake Up People!

Diet Pepsi Max was introduced in the U.S. in 2007 and contains nearly twice the caffeine as Diet Pepsi (36 mg vs. 24 mg).

Fixopolous

Mars introduced a limited edition candy bar in January, 2008 called Snickers® Charged™, which is loaded with 60 mg of caffeine, taurine and B-vitamins along with the usual chocolate, caramel and peanuts. Marketed under

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Snickers' umbrella Satisfaction campaign, Snickers Charged "satisfies two need states: hunger and energy," and is intended to offer a 2pm – 3pm 'Re-Power Hour'.

Java Pops

Lolly pops for grown-ups with 60 mg of caffeine.

Kiel's Eye Alert & Facial Fuel Energizing Scrub

Eye cream for men formulated with a potent blend of vitamin E and caffeine.

WHAT CAN YOU DO?

These types of extreme energy products appeal to consumers' need for immediate satisfaction on-the-go, especially among young adults. Approach these manufacturers and establish sales or promotional opportunities for your business.