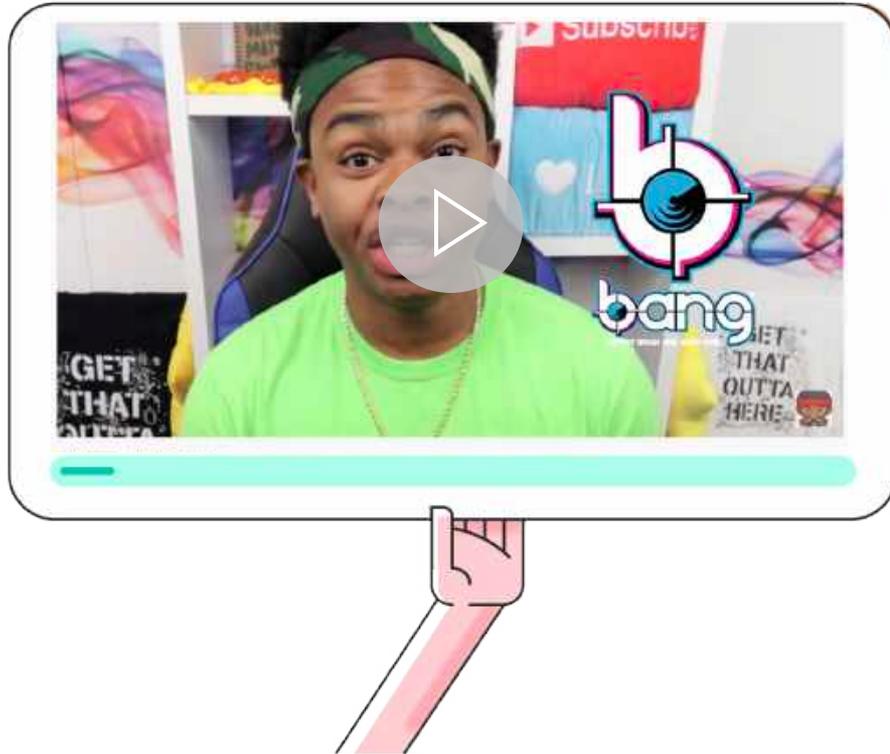


# Campaign Teardown

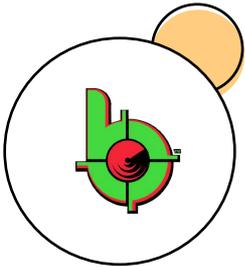
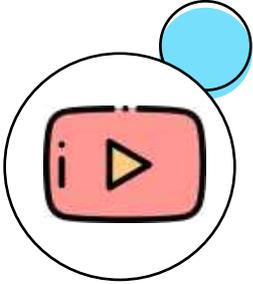
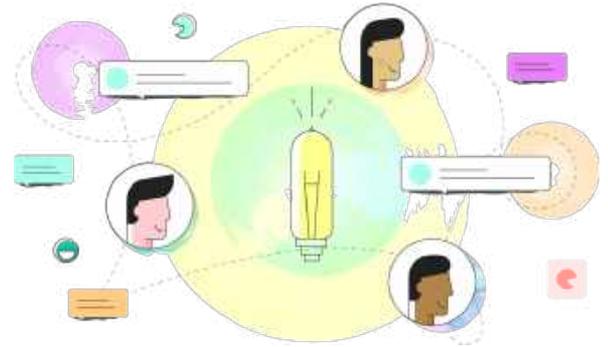
Bang Energy



# Bang Energy

With more than 1.7M followers on Instagram, [Bang Energy](#) has made a name for itself as a premiere energy drink in not only the food and drink industry but on social media too. With their booming popularity, Bang Energy has not only become America's top growing energy drink but has become the #1 overall growth beverage in the entire non-alcoholic beverage industry – beating out multi-billion-dollar business giants.

Contributing to their success, Bang Energy dedicates much of its advertising and marketing spend to online spaces such as Instagram and YouTube through top influencers.



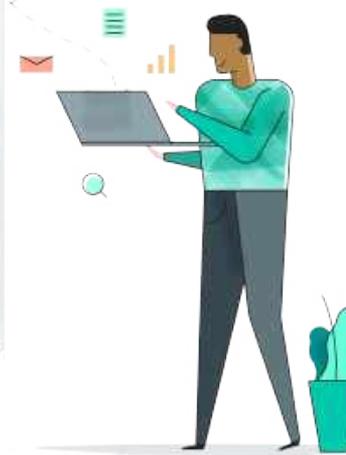
# Bang Energy

To put it into perspective, NeoReach conducted the [Social Intelligence Insights Report for Q1 2020](#) to provide analyzed data from the US and Canada that was pulled from over 6,000 YouTube videos indicating brand partnership. Through this report, it was found that Bang Energy snagged the number two spot as one of the top 5 spenders on YouTube, putting much of their [marketing strategy](#) into influencer marketing on the video-sharing platform to promote their brand and products.



Metrics	Q1 2020
Total Videos	141
Total Reach	954,721,600
Total Views	58,180,458
Total Likes	4,153,996
IMV	\$7,714,950.14
Avg. IMV	\$54,715.96
Avg. Views	412,627

(BY SPONSORED YOUTUBE VIEWS)



# Bang Energy

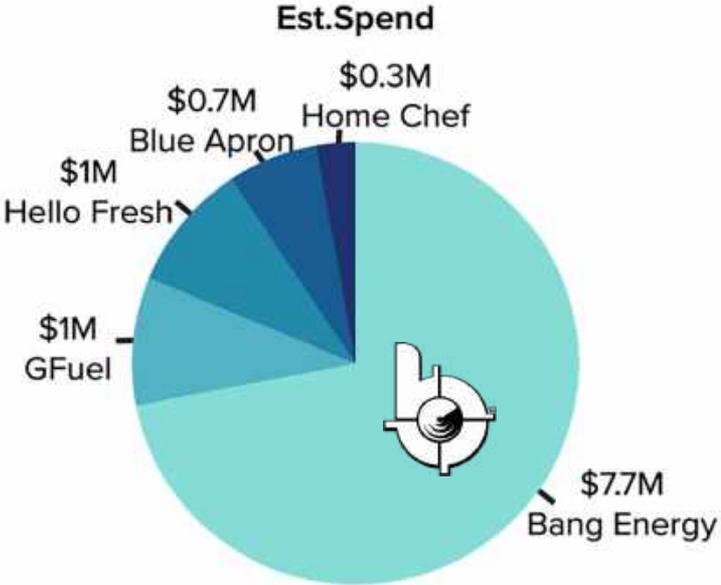
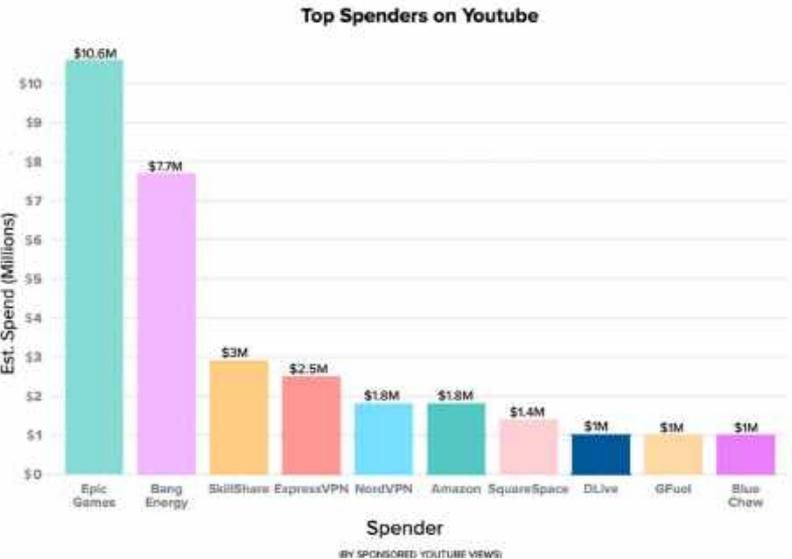
Introduced in 2012, Bang is an American brand of energy drinks made by Vital Pharmaceuticals, or VPX, which also manufactures sports supplements and performance beverages.

Mainly, Bang targets fitness enthusiasts and college students who can benefit the most from boosted energy levels. Maintaining a large social media presence, CEO Jack Owoc recruits plenty of top influencers as Bang Energy Select Athletes through their Bang Influencers Ambassador Program to regularly promote the brand, its new flavors, and the products' overall benefits.

Through most of these promotions, Bang reminds users of how their energy products act as a healthier alternative to other brands, as their products contain **no sugars, zero calories, and no artificial coloring** - it's even in their Instagram bio.

# Bang Energy

Bang Energy occupied second place in the top 5 highest spenders on YouTube overall by spending close to \$8M. By partnering with 19 influencers over a span of 141 total sponsored videos, they came out as the highest food and drink spender. Indicated in NeoReach's report, Bang Energy is 72% of the combined top 5 influencer marketing budgets for the entire industry.



<b>141</b> Videos	<b>955M</b> Reach	<b>58M</b> Likes
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# Working with Influencers

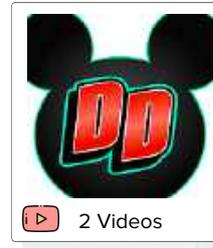
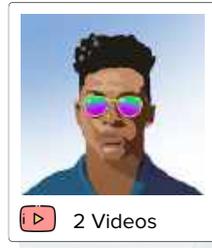
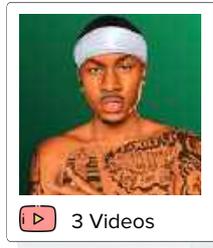
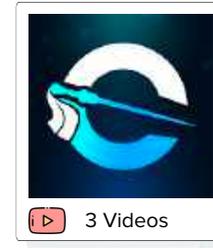
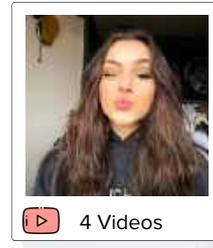
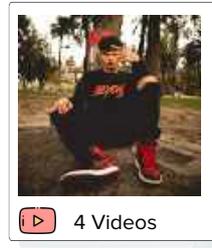
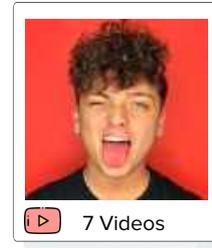
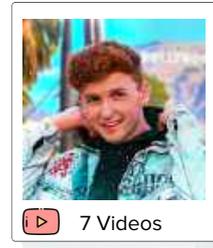
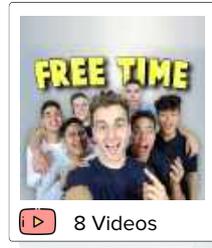
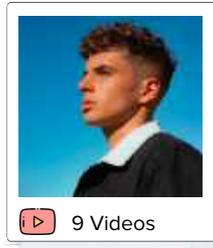
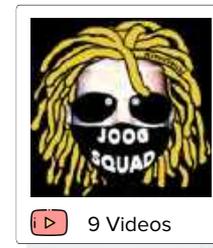
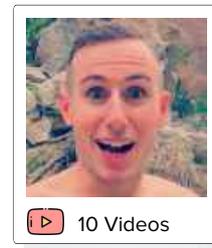
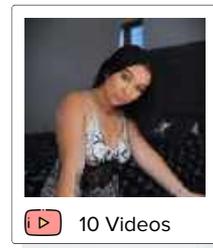
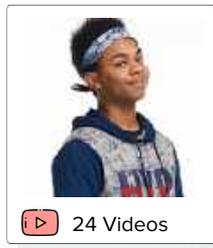
As the highest food and drink spender, Bang Energy made it their mission to work with well-known influencers. To promote their products, Bang sponsored entertainment, comedy, and gaming videos, and provided discount codes for the influencer’s viewers. This unique discount code provided new users with a 25% off discount on the Bang Energy website.



Also, these promotions called for all viewers to follow CEO Jack Owoc on Instagram along with Bang’s official page. For more broken-down information, check out this table that details the total number of videos each influencer posted for Bang Energy.

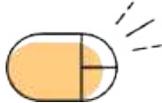


# Bang Energy Influencers



# DangMattSmith

is a successful family-friendly comedy YouTuber that posts videos every other day. His content, mostly reaction videos, have earned him 11.7M subscribers and 2.03B views on his channel.

 <b>2.2M</b>	 <b>\$278K</b>	 <b>10.5M</b>
Views	IMV	Reach

# Infinite

is another comedy YouTuber that specializes in reaction videos. He currently has 15.7M subscribers and 2.7B views on the platform.



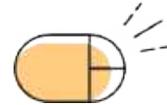
**1.9M**

Views



**\$215K**

IMV

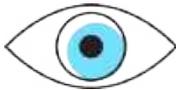


**14.4M**

Reach

## Reaction Time

If you love reaction videos, challenges, and overall hilarious videos, check out Reaction Time. His channel is extremely popular on YouTube, bringing in 15.3M subscribers and 4.1B views.



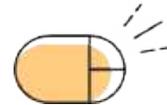
**1.7M**

Views



**\$209K**

IMV



**14.8M**

Reach

## Patty Mayo

is a Bang Energy Elite Ambassador that features videos on bounty hunting. His channel currently has 8.57M subscribers and 818M views.



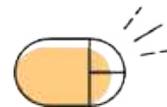
**1.7M**

Views



**\$178K**

IMV



**7.9M**

Reach

## JOOGSQUAD PPJT

is run by Jack Tenney, a.k.a. "10E", who makes crazy adventure videos. He brings in an impressive 5.4M subscribers and 841M views on his channel.



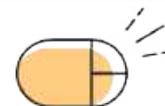
**766K**

Views



**\$159K**

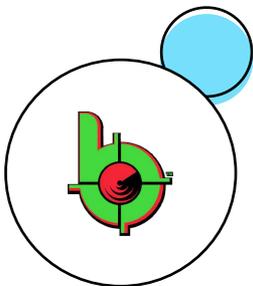
IMV



**5.1M**

Reach

# Final Results



According to 52-week sales data from IRI's March 2019 report, it showed Bang Energy's revenue at \$440M. Most recently, in April 2020 when the video content for the campaign wrapped up, it was reported that Bang Energy struck a deal with PepsiCo to allow the company to distribute Bang in the U.S.



This deal is now expected to allow Bang to thrive even more in the food and drink industry after the brand caught the attention from PepsiCo with their successful business growth. In the future, the U.S. sales of energy drinks could total about \$16.9 billion by 2022, according to Market Research Hub.

