



XYIENCE CONSUMER ACTIVATION SAMPLING PROGRAM

COMPANY PROFILE

Xyience products include beverages and supplements. The official energy drink of the **Ultimate Fighting Championship® (UFC®)**, Xenergy is the fastest growing brand in its category. The Xyience brand reaches upwards of 9 million viewers through the UFC's Pay-Per-View broadcasts. The first energy drink created by a nutrition company, Xenergy is a sugar-free, zero-calorie beverage that is made with all-natural flavors and colors. Xenergy Energy beverages are available in:

- Blu Pomegranate
- Cherry Lime
- Frostberry Blast
- Cran Razz
- Tangerine Twister
- Melon Mayhem
- Fruit Punch
- Mango Guava

The Xenergy Energy family also includes: Xenergy + Lemonade Pineapple and Raspberry and Xenergy + Tea Honey Ginseng and Raspberry Acai. Xenergy Energy + Hydration Grape and Tropical Punch are non-caffeinated beverages fortified with electrolytes and a blend of B vitamins.



“The Xyience sampling initiative has been a huge success for us. It has directly contributed to gains in shelf and display presence ultimately manifesting to a spike in volume. “

-Troy Magnusson/ GM/VP Of Sales of Statewide Beverage Company

PROJECT OVERVIEW

A sampling program was implemented during the summer months in 2013 to increase brand awareness, create distribution, and increase sales. The “Power to Win” sampling program spanned across 7 markets in the United States and 3 territories in Canada.

Goal:

To get the can in the hand of the consumer and increase brand exposure by using in-store event samplings and guerilla marketing tactics. This created an experience and led to sponsorships and booth space at key health and lifestyle events that were directly correlated to our target market.

Brand Ambassadors were trained to ensure the brand image and message reached the target consumer. All Brand ambassadors were required to take digital photography of promotional activity to document the program and create interaction with the consumers. An Instagram account, @Xyiencegirls, was created to enhance this type of interaction and experience.

A post-event recap and evaluation form after each event was uploaded to an online portal called onehub.com.

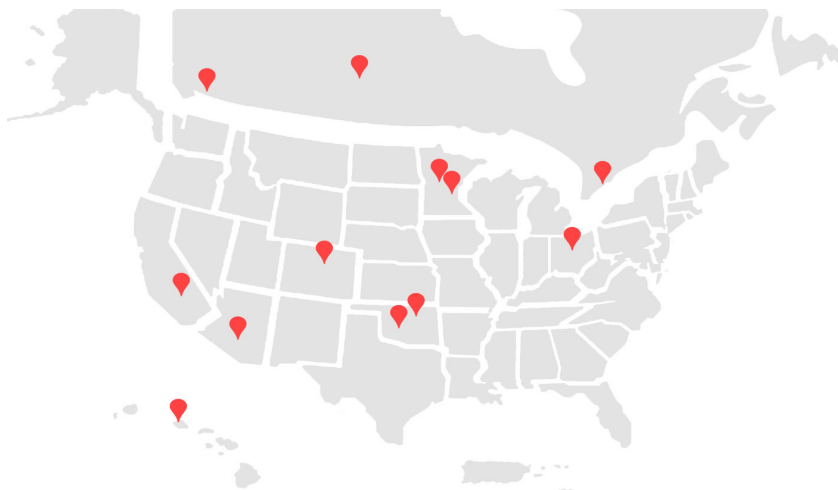
Event Recaps:

We received recap forms from every brand ambassador for every event in every market. These were analyzed on a weekly basis and data was able to be collected.



MARKETS

- Southern California
- Denver
- Phoenix
- Ohio
- Tulsa/Oklahoma City
- St. Paul/ St. Cloud
- Canada
 - Toronto
 - Vancouver
 - Calgary
- Honolulu



“Having the Xyience sampling team has greatly helped the sales force secure specials, gain distribution, and educate the retailer and consumers. The brand ambassadors bring brand awareness to the market allowing a great opportunity for growth. Because of the team, some of our top retail chains were so receptive to the program it allowed us to gain additional distribution in these challenging, high-profile chains.”

– Mallory Bunic (Hensley Marketing Representative)

OUTCOME

Created New Brand Awareness

Introduced the new line at C-Store sampling, Gyms, health and lifestyle events and educated consumers on Xyience and the brand.

Maintained Imaging

Remained present where Xyience is already established such as at top retailers, supporting the active lifestyle influencers.

Increase Distribution

Focused on colleges, gyms, C-stores, events, festivals, athletic events and tradeshow that don't currently carry Xyience. Created awareness by offering samples, promotional items, promotions, specials and point of sale.

Overall increased sales

Utilized the Sampling Program to secure specials, capture new customers, and reinforce brand with loyal customers thus leading to an increase in sales in markets sampled.

21% overall growth in sampled markets, 9% overall growth in non-sampled markets

Booth Space at No Cost

Approximately \$19,691.25 worth of booth space was secured at no cost.

35 of the free events promoted active and fitness lifestyles directly reaching a large number of our target market. We sampled to approximately 20,084 participants at these events not including the spectators that were also present and sampled to.

People Sampled

Each market averaged roughly 50 events a month

An estimate of 32,000 people sampled in each market per month

Sampled in 8 regions, 2 countries, and 3 provinces in Canada markets, totaling about 288,000 people sampled per month.

Coupon Redemption

Phoenix: Coupon linked to QT
1,015 coupon redemptions out of 5,000. A 20% redemption rate.

St. Paul: Holiday Convenience Stores
50,000 were printed, 8,588 were redeemed, over 2 months. A 5.8% redemption rate.



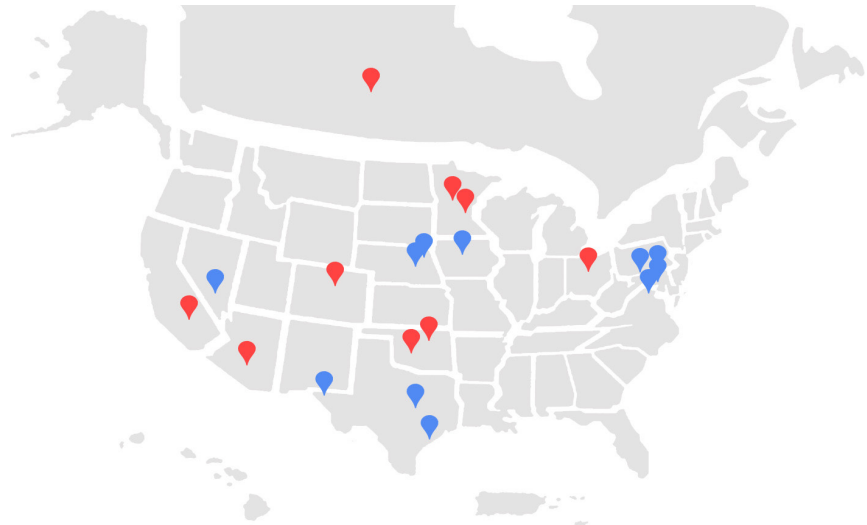
“In the past months we have had incredible results from the program. We have used this opportunity to help launch the new SKU’s and educate consumers at the point of purchase. Our retailers have been thrilled with the support which has resulted in additional space and product placements on the shelf and on the floor....we have deemed the Xyience Sampling program an enormous success.”

- Josh Hillegass v(New Age Beverage Distributing)



Based on the success of the program, Xyience increased the number of markets in 2014. This year the following markets were added to the program:

- Des Moines, IA
- Las Vegas, NV
- Corpus Christi, TX
- El Paso, TX
- Austin, TX
- Philadelphia, PA
- Harrisburg, PA
- Allentown, PA
- Omaha & Lincoln, NE
- Washington D.C.
- Baltimore, MD



**We accomplished getting
the can in the hand of the consumer**