

JOUR 382 Strategic Communication Theory and Research

Final Research Portfolio

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Table of Contents

Cover Letter: Page 1

Table of Contents: Page 2

Executive Summary: Page 3

Client Summary: Page 4

Situational Analysis and SWOT: Pages 4 - 10

In-Depth Interview: Pages 10 - 12

Survey and Results: Page 12 - 18

Conclusion: Page 18 - 19

Interview Transcript: Page 19 - 23

Survey Questions: Page 23 - 26

Executive Summary

For this assignment, we were asked to choose a brand and determine any current issues the brand faced. We chose Celsius as our client since it is a famous brand among college students and young adults. Since it is a newer and more popular brand, there is a lot of opportunity within the brand for growth and building better brand awareness among its other competitors.

Our secondary research was done with group members Abby, Nicole, and Sarah. During our research, we found that Celsius does an excellent job of reaching its target audience through campaigns, student ambassadors, and social media presence. We also found during our research a current lawsuit against the company caused by them claiming the drink had no preservatives when it included citric acid. They also ran into issues with the National Collegiate Athletic Association (NCAA) as their drinks contain some controversial ingredients for their athletes. We found from our research that they need more trust between the brand and customers. The marketing and networking do not matter if the target audience does not trust the brand overall.

We also created a SWOT table to highlight Celsius's strengths, weaknesses, opportunities, and threats while comparing them to many other energy drink brands that Celsius faces in this overgrown market. One of the most significant weaknesses Celsius highlights is that they only exclusively sell energy drinks, while their competition has more than just energy drinks, where they sell pre-workout, gummy candy, protein powder, and more.

Following this, we conducted interviews separately of Ball State college students as our main target audience to gain a more in-depth understanding of how consumers feel towards the brand and if it was correlated with the lawsuit, as well as a survey with a convenience sampling approach to compare a bigger group's opinions and how it related to other findings. The chosen target audience was Ball State college students due to college students being a prime demographic for Celsius as a whole. In total 3 people were interviewed, and 39 survey responses were gathered, after 3 were filtered out from not being a Ball State student, to help determine what relationship and common feelings could be determined between Celsius and local college students.

The most significant conclusion from the findings is that Celsius is a trendy and well-known brand, but it needs to regain the trust of its consumers to create a fresh brand image and a strong bond between the brand and consumers. This was especially prevalent in the interview and survey results that showed a range of opinions of the brand before we asked about

the lawsuit, with even more indifference or distrust afterward. The main commonality noticed was that due to the brand, flavors available, and the situation surrounding the lawsuit, people tend to look to other energy drinks available over Celsius.

Client Summary

In recent years, Celsius has been an energy drink brand that has been gaining popularity. The brand has focused on being a premier energy drink that could work as a healthy fitness drink. Celsius has made healthier ingredients a critical aspect of their branding to differentiate from its competitors which can be seen through their mission statement and values.

Their mission statement is to inspire those who want to live fit by giving them a sustained energy source specially formulated to work with your body to help you reach your goals. To coincide with this, the brand has centered its values around the ideas of a live-fit, community, and healthy lifestyle. They use these terms as their overarching values to describe a community where Celsius enthusiasts aim to live healthy, active lives, motivated, fearless, and constantly pushing themselves to new challenges and goals to overcome.

Situation Analysis and SWOT

Background information

Celsius is a fitness drink that is marketed more towards an energy drink. The company was founded in 2004 with the promise of better ingredients for a healthier caffeine alternative. Due to this, Celsius tends to market over how there are lower calories and no artificial preservatives in their products as a critical standout to their competitors. The brand has formed its identity around the different and healthier ingredients it uses in contrast to competitors.

Celsius' mission is to be a premier energy and fitness drink to help people lead a healthier lifestyle. One of the critical features the brand uses to establish itself as a healthier alternative to other energy drinks is promoting increased metabolism, improved focus, and enhanced endurance from the ingredients used. The brand has centered itself around inspiring people to live and embody a healthy and fit lifestyle.

Key public

The target audience is health-conscious, active people in the age range of 18-40. They have lower to medium income, as many of the audience are college students or young professionals. The audience prefers healthier products, as they prefer to drink Celsius, which is sugar-free, vegan, and has no carbohydrates, compared to other energy drinks.

They are often busy or active and use Celsius for extra energy during these times. People who engage in frequent physical activity are a significant target audience, as Celsius runs the “Live Fit” campaign to encourage physically active people to drink Celsius. College students are also an important target, as seen in the Celsius University campaign, which pays student ambassadors to market Celsius on their college campuses. Celsius has also partnered with several universities. Many Celsius ads mention using Celsius during study sessions.

The audience is more concentrated in urban or suburban areas, such as college campuses and commercial areas. The audience usually uses the product during the days when extra energy is needed, most likely in the mornings and afternoons. It is often used between classes, during study sessions, before workouts, or during work.

Communication Efforts

Celsius has a solid communication effort to reach their target audience. Celsius clearly understands their target audience and how to cater to them. They do this through TV, social media, radio advertisements, and Pop-ups at beaches and in running races.

One of Celsius’s primary communication campaigns is the “Live Fit Tour.” This is a campaign that they have done in the past, where they visited 12 major cities across the country, like New York City, Los Angeles, Dallas, and more. When visiting these cities, they host complimentary workout classes and fitness challenges and then give away a bunch of Celsius products and gear to the public.

Finally, Celsius also has a brand ambassador program that is available to everyone to apply but caters more to average gym goers, certified personal trainers, or professional and non-professional athletes. This is a way for Celsius to reach its target audience without having to do a lot of work themselves. By having public figures and certified professionals promote the brand to their customers, they are reaching out to the target market. Still, they could also hit people outside the target market to get new people into the brand.

Resources

Clinical studies are constantly being done to keep Celsius as the premier healthy alternative, especially as more brands pop up within the concentrated market claiming similar beliefs. Celsius has funded seven clinical studies to find correlations between ingredients used and their effects on the body to help find the right ingredients and combination. During these clinical studies, Celsius keeps an unaffiliated link to leave bias far from the labs doing the research. By keeping research done, it allows them to make accurate claims related to their product and what benefits come from it.

Celsius has multiple distribution methods and agreements. Celsius is sold in numerous stores worldwide, including supermarkets, convenience stores, drug stores, nutritional stores, and mass merchants. They also sell to health clubs, gyms, the military, and e-commerce websites. In addition to this, they have their main website where products can also be bought from. The company also has a distribution agreement with Pepsi as of 2022 that allows Pepsi to sell Celsius products.

The company constantly reviews its products and packaging to make them different and unique. The labels and graphics for many products are refreshed occasionally to maximize their visibility and identification wherever they may be placed in stores, which they continue to reevaluate periodically. Celsius will partner with their distributors or retailers to assist marketing efforts where appropriate.

As for company success, Celsius puts forth considerable effort to make a workspace that is competitive, well-compensated, inclusive, diverse, collaborative, and safe. The brand wants to provide growth opportunities and a safe space to voice one's ideas. To help further this, the company has put considerable effort into the human resources department to ensure their employees are happy in their jobs and treated correctly with the benefits promised.

Social/Political/Economic Context

Celsius has had a few regulatory and legal issues. Celsius was involved in a lawsuit caused by the company claiming the drink had no preservatives when it included citric acid. This led to considerable negative attention and spread through the media because people who had bought Celsius were entitled to a \$250 payout if they provided receipts. While the company

argued that the citric acid was for taste, they still settled to pay because it is still considered a preservative.

They also had to pay \$82 million to hip-hop artist Flo Rida after allegedly breaching his contract and attempting to hide money from him. Additionally, Celsius was banned by the NCAA (National Collegiate Athletic Association) for containing ginseng, taurine, and guarana, which are all forbidden by the NCAA. The NCAA bans many substances, and there is a limit on the amount of caffeine athletes are allowed to consume, and Celsius doesn't fit into the regulation.

Celsius's social and political issues mainly relate to misleading consumers about the contents of the drink, as well as containing some controversial ingredients. They are often affected by social issues about the regulation of certain ingredients.

Industrial Trends

Specifically with the Celsius brand, one of the biggest trends with energy drink companies right now is the use of social media, specifically TikTok. With social media being one of the main ways to reach both the target audience and people outside the target audience, it is no shock that this is a trend in the energy drink industry. The benefit of using TikTok is that you create short 10-30-second videos to reach new and younger audiences. It is easy to follow along on the current trends of TikTok and will overall gain higher analytic feedback if you follow the trends correctly. People also have the option to repost a TikTok to their followers, where then you could gain even more viewers.

Another big industry trend with the energy drink company is to sponsor College Universities with a College Ambassador. This can be seen with big energy drink brands like Monster Energy, Redbull, Celsius, and Bang. For example, for the Red Bull College Ambassador, students have handed out free Redbull to college students during finals week to help give them energy while they study and grow brand awareness while getting to try a complimentary beverage.

Competitors

With the current oversaturation of the energy drink market, Celsius has quite a few competitors. To name a few of the most popular ones, the competitors are Alani Nu, Red Bull,

Prime, Monster Energy, and Starbucks. However, there are so many more competitors outside of these. For 2022, Celsius had revenue of \$653.6 million, a 108% increase from the 2021 calendar year revenue of \$314.3 million. These numbers are significant to compare how each of these brands is doing in such a concentrated market, for they can show revenue-wise how well a brand is doing and its growth.

For comparison, in 2021, Alani Nu had \$228 million, with a 270.73% revenue growth from 2020. While without the 2022 numbers readily available, these numbers from the year prior show how similar each company's sales were in 2021 and show that both are overgrowing in the energy drink space. Another energy drink that popped up in recent years that has taken a more health mindset approach than the past two is Prime. With Prime, the brand is still relatively new, so there aren't many results to compare, but it does show that competitors are constantly popping up.

However, even when looking at energy drinks with a more health mindset approach, it is essential to look at the more staple energy drink brands. For example, in 2022, Red Bull had about \$10.53 billion in revenue sales, an 18.1% increase from the previous year. For Monster Energy, they had \$6.31 billion in sales for the 2022 calendar year, which was a 13.9% increase from the prior year. These numbers are higher for revenue sales for the more staple energy brands. Still, the growth rates also help show a potential trajectory and how different energy drink brands will affect revenue and growth rates.

Media Coverage

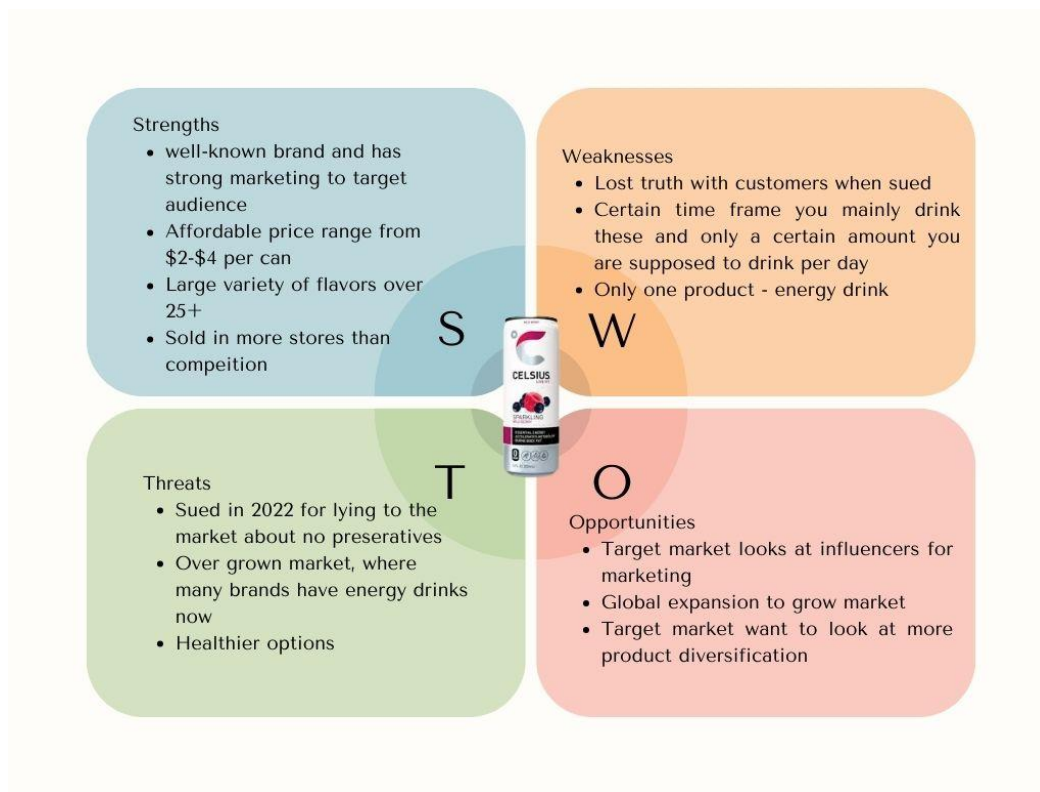
Looking at the media coverage of Celsius, most of the coverage has to do with brand deals and partnerships, as well as occasional articles talking about the brand itself and its portrayal on social media. The overall tone of the articles is primarily positive, but there are a few centered around whether Celsius is good or bad for you. They have received coverage from significant name publications like the New York Post, Forbes, and CNBC.

In one article by the NYP, they discuss how the drink has been compared to Ozempic by people on TikTok and how this might need to be factually correct. However, it highlights the popularity of the drink on social media. The drink is analyzed for its nutritional content in articles by PopSugar and Green Matters. Both articles warn against potential side effects for those with underlying conditions. Still, they conclude that the drinks are generally a little healthier than

some competitors, and it is up to the individual to be mindful of their caffeine intake. Other articles detail how Celsius has been named the official energy drink of the NYC Football Club and the Chicago Fire Football Club, as well as signing a deal with Colorado football player Travis Hunter.

Overall, the media coverage of Celsius is primarily positive promotion of the drink, except for a few negative pieces due to the uncertainty of certain ingredients and the lawsuit.

SWOT Table



Conclusion

Through this analysis, we have concluded that Celsius needs to reestablish customer trust as their primary goal. The reasoning for this taking priority is that not only would it have affected the relationship with existing customers, which could lead to a loss in sales, but it could also prevent new customers from purchasing Celsius. With how overgrown the market is for energy drinks, keeping a solid relationship and trust with customers is highly important so that the brand does not lose sales to a potential competitor and can continue to grow with new customers. If someone is looking into a new brand, they are more likely to go with and stick with a brand with

a better reputation. Therefore, Celsius's focus on rebuilding customer trust will help with their brand awareness and importance.

One of the biggest threats they face as a company is how competitive and overgrown the market is. As previously mentioned, fixing reputation would help with growth by keeping a solid customer relationship and attracting new customers. However, another important aspect we have noticed is the need to keep evolving the brand in marketing and product development. Maintaining a solid grasp on the brand identity coming through on marketing and getting the word out about the brand is essential. They could do this by trying more creative marketing methods and working with influencers who would coincide nicely with the brand. As for product development, not only does it help create new buzz around the brand when product launches happen, but it also expands options as to what people can buy. One of the most significant issues is that their products are limited to just drinks, and with them being energy drinks, time of day plays an important role. Therefore, if they introduced new products, it would help give more opportunities for customers to buy from the brand and for sales growth. Beyond creating new products, updating product recipes allows for innovation in taste and health areas.

If the company could implement these suggestions, it could help resolve some of Celsius's threats and pave the way to new strengths as a brand. The recommendations are to help with brand awareness and reputation within a competitive, overgrown market. An excellent way for them to gather data is to interview and survey customers on what they dislike about the brand or what products they want to see. By questioning the customers, they can better understand what consumers are looking for and their personas.

In-Depth Interview

Our research question for the interview was, “What are students’ feelings and thoughts about customer trust surrounding the recent lawsuit?” We wanted to find out more about how Celsius customers felt about the company being in a lawsuit. Our target audience was Celsius customers. The interview started off with basic questions about energy drinks and then got more detailed into specific things about Celsius drinks and the lawsuit.

Interviewee Information:

- Name: Leah Kahana
- Age: 21

- Gender: Female
- Education: Ball State Senior

I chose Leah because she is familiar with Celsius products and has been a customer of theirs before. Leah has a dining plan on campus, so she has had experience buying products on campus. Overall, Leah should know about Celsius and a little about the lawsuit since she has been a loyal customer before.

When conducting the interview with Leah, I told her I was conducting research for my class containing Celsius as our client. The interview started with three general questions, three narrowed-down questions, seven main questions, and some follow-up questions when needed. This came to a total of thirteen questions. The broad questions included grand tour, direct/factual, and structurally based questions. The narrowed-down questions included structural, direct/factual, and contrast-based questions. The main questions of the interview included idealization, direct/factual, third-person, grand tour, and hypothetical-based questions. I concluded the interview by thanking Leah for her time and recording the conversation so I could focus on the interview in real time and transcribe it later.

Interview analysis:

There were three quotes throughout the interview that stuck out to me the most to better our understanding of student's thoughts about the lawsuit.

ABBY: "Did you enjoy the product? Why or why not?"

LEAH: "I did enjoy it because it energized me and got the job done. It was also cheap and available in the dining hall so that I could use my dining cash on them."

ABBY: "How does Celsius compare to other energy products for you? For example, how does Celsius compare to Alani Nu or Red Bull for you?"

LEAH: "I personally like Alani Nu and Red Bull better. They just have better flavors, personally, and I learned about the lawsuit and tried not to drink it as much."

ABBY: "How did this lawsuit affect your likeliness to purchase a Celsius product?"

LEAH: "It didn't change much but it is still not my favorite."

Our main findings from Leah were that the lawsuit does not change much about her opinion of the brand since it is not her first choice of energy drinks. She did not know many

details about the lawsuit but knew the basics of it by learning about it on TikTok. This can be seen above from our main findings of the interview. The interview was important to gauge customers' trust levels with Celsius after their lawsuit.

Based on our interview findings, our interviewee did not have many mindset changes about the Celsius brand since it is not her favorite energy drink brand to begin with. Our suggestions to Celsius are to better work on branding opportunities to gain more awareness from past and potential customers and, again, be more truthful to their customers about the lawsuit to gain trust from their customer base.

Survey

The survey aimed to find consumers' perceptions of Celsius, specifically regarding the lawsuit and how it affected their view of the brand. The survey was split into three sections—the first covered general questions about how the respondent feels about energy drinks in general. The second section included narrowed-down questions about how they felt about Celsius specifically. The third section featured specific questions about their knowledge and thoughts on the lawsuit. The survey also collected some info on the demographics of participants. Participants were chosen via convenience sampling. The survey link was distributed via various online platforms connected to Ball State, including the Ball State student Snapchat and sorority chats. The target audience for the survey was college students, one of the major consumers of Celsius and energy drinks in general, so this was the most efficient method of finding participants within this demographic.

The survey revealed a few key findings.

- The majority of respondents, 93%, were Ball State students, so the survey overwhelmingly showed the opinion of college students, which was the target demographic we wanted to find opinions from.
- The respondents were relatively neutral to energy drinks as a whole, with 67% saying they liked them and over half of respondents saying they drank 0-3 drinks per month.
- Regarding Celsius, 54% of respondents said they liked Celsius products, and 79% had consumed it before.
- Only 46% of respondents had heard of the lawsuit before.

- They had heard of the lawsuit from social media (62%), word of mouth (32%), and the news (14%).
- 50% of respondents said they had a neutral perception and 26% had a positive perception of Celsius before the lawsuit.
- After the lawsuit, it switched to 64% having a neutral perception and 5% having a positive perception.
- 15% of respondents had a negative perception before the lawsuit, and 24% had a negative perception after the lawsuit.
- 72% of respondents said they were neutral on whether the lawsuit made them more or less likely to purchase Celsius.
- 25% said they were less likely to purchase after the lawsuit.

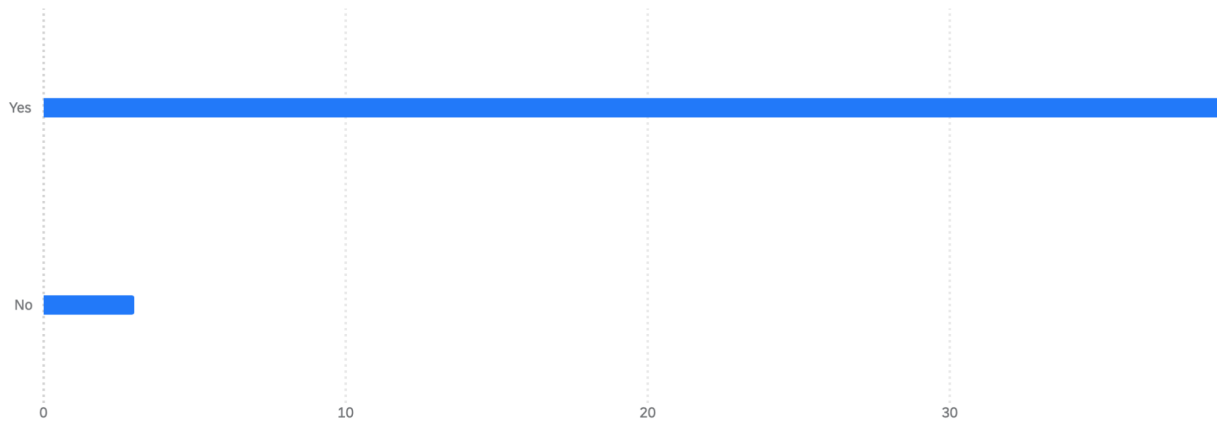
From these results, it can be seen that the respondents had a relatively neutral relationship with Celsius, with only around half of them saying that they liked the product. This is conducive to what we found about their feelings toward the lawsuit, with only around half aware of it. While it can be seen that the brand's perception shifted slightly more towards neutral or negative after the lawsuit, the shift wasn't huge. Despite the negative press on the issue, it appears that most consumers are still neutral towards the brand.

Social media was the number one way that respondents had heard of the lawsuit. Based on this finding, we recommend that Celsius work on SEO for their brand and optimize their social media presence. When you look up Celsius on Google, several negative articles come up, though not all related to the lawsuit. Celsius seems to be drowned out by third parties writing about their brand. Furthermore, their social media gets good interaction, but their content tends to be all the same, with little standing out or catching attention. This could contribute to the large number of people in their target demographic who aren't aware of Celsius as a brand, or prefer drinks like Red Bull or Alani instead, whose content online is more varied and gets more attention. To help mitigate the lasting effects of the lawsuit and other controversies and to better engage with their target audience, Celsius should work to increase good press on the Celsius brand for search engine optimization and revamp their profiles to create more engaging content.

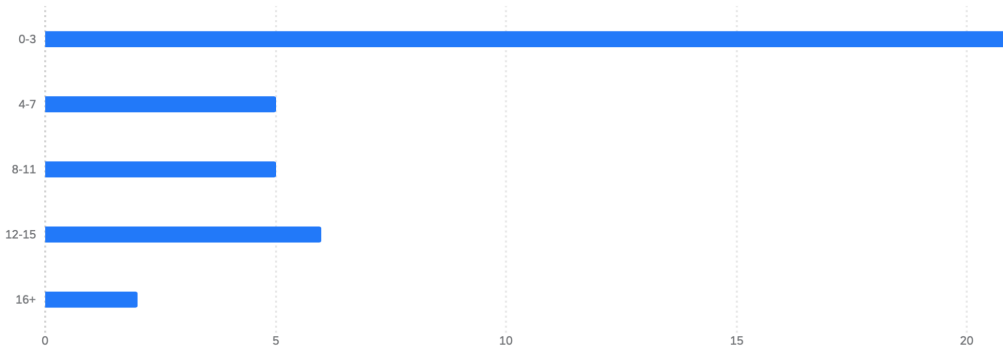
Furthermore, transparency is key in the Gen Z market. As a brand, Celsius should take the concerns that their consumers have about the ingredients and healthiness of their product and address these concerns. This might even entail tweaking the ingredients to be more appealing to

their audience. Since a lot of the controversy surrounds their ingredients being unhealthy, getting banned from sports, or being accused of having too much caffeine, looking into consumers' concerns and taking steps to address them or fix them would help strengthen their consumer's trust in the brand.

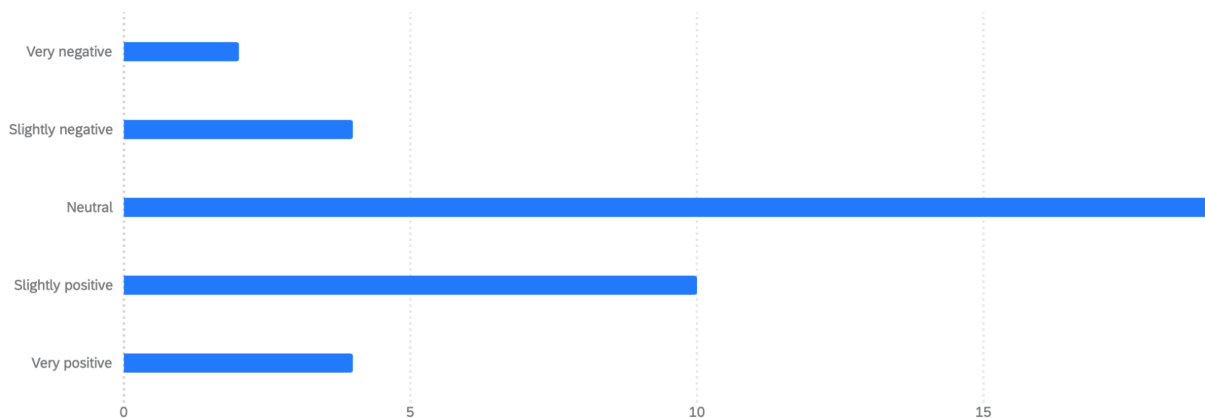
Are you a Ball State Student? 42 ⓘ



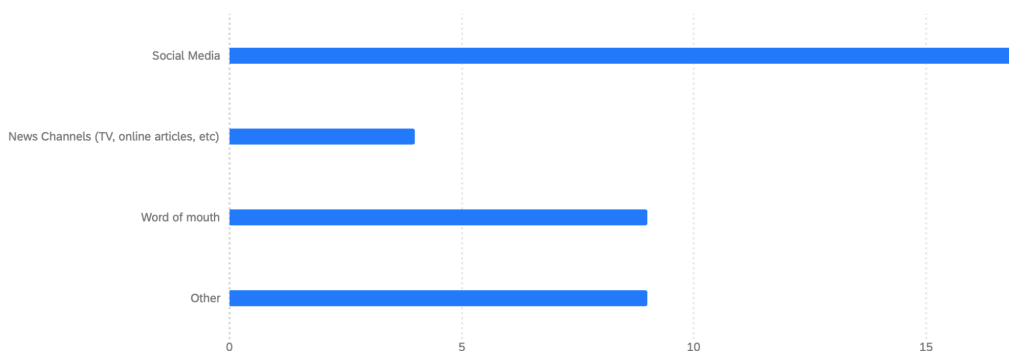
How many energy drinks do you drink within a month? 39 ⓘ



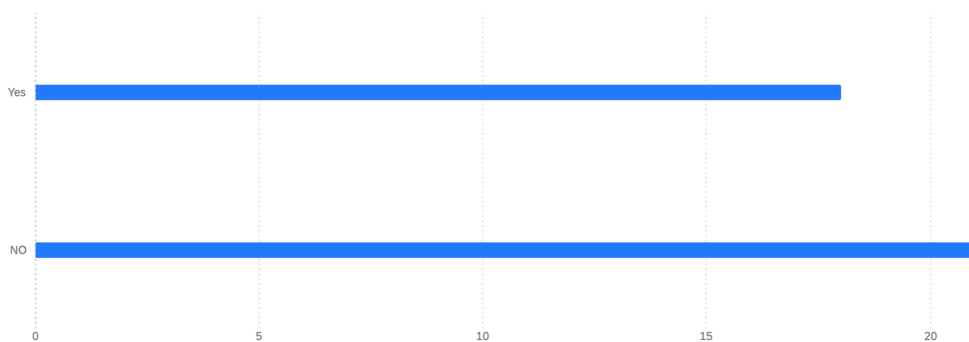
Tell us which one of these best describes how you feel when drinking an energy drink: 39 ⓘ



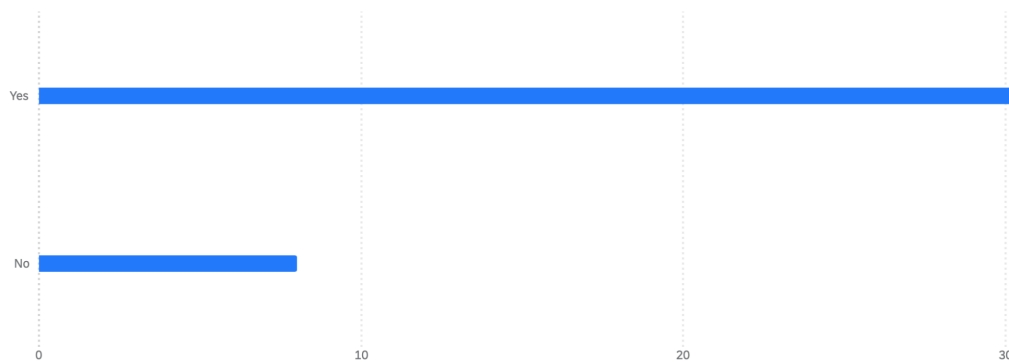
From which of these sources have you heard about the Celsius lawsuit? Choose all that apply. 28 ⓘ



Have you heard of the lawsuit against Celsius? 39 ⓘ

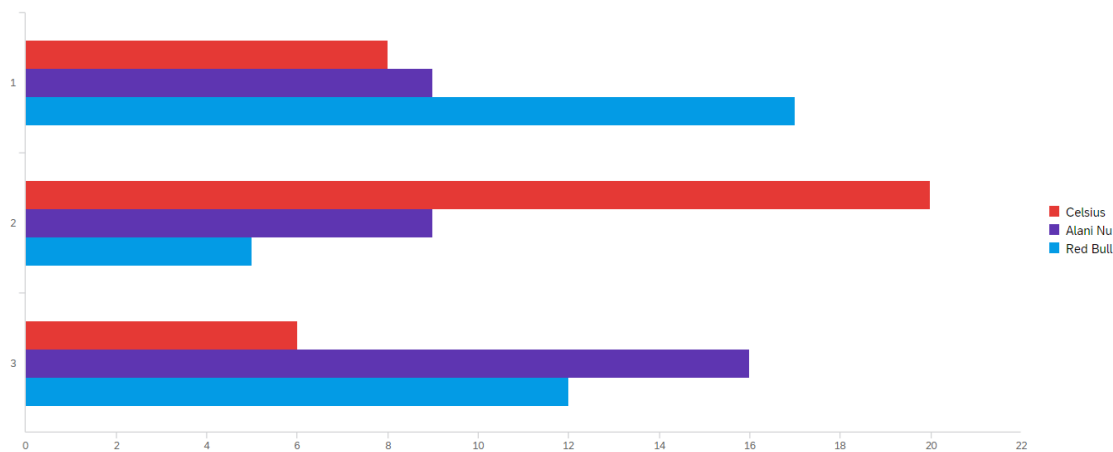


Have you ever consumed a Celsius Product? 39 ⓘ



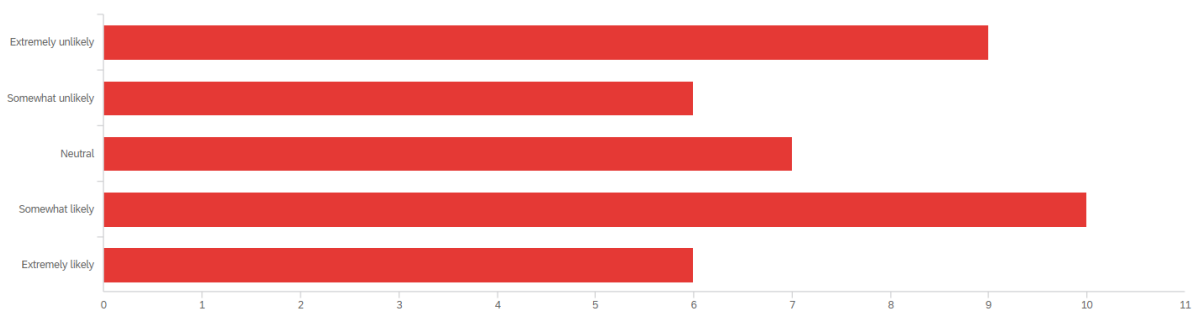
Q12 - Based on your preference, rank order for the following energy drinks. 1 most liked/3 least liked

Page Options ▾



Q13 - How likely are you to choose Celsius as your energy drink of choice?

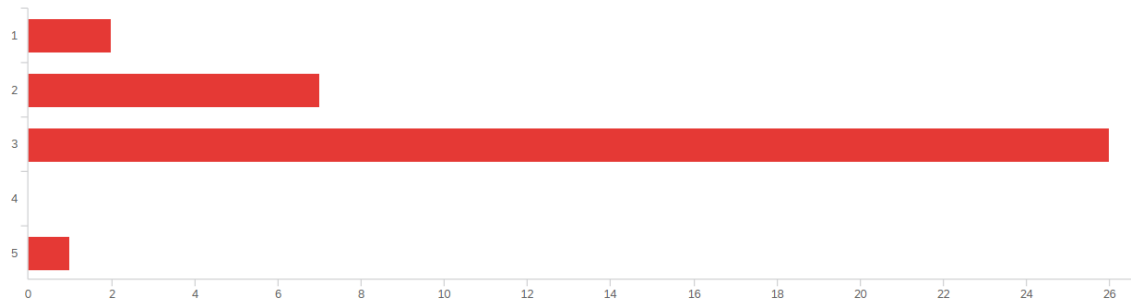
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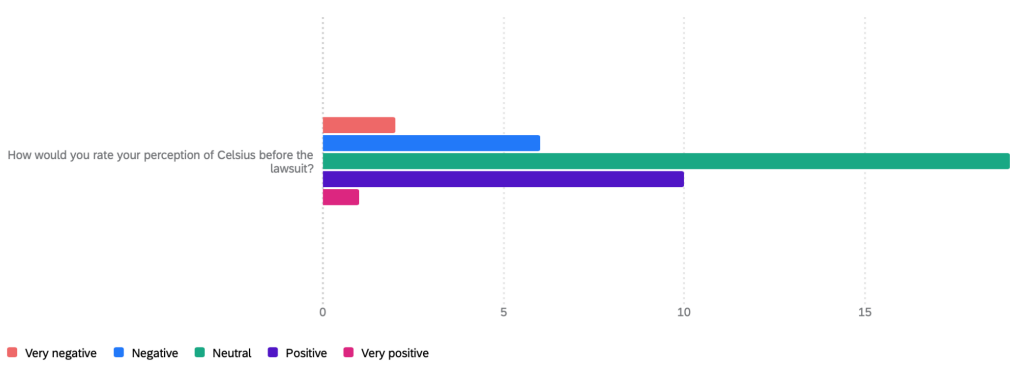
Q14 - Think about the reasons you purchase a particular energy drink. Some reasons are listed below in the following list. We ar... Page Options ▾

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	A specific amount of energy/caffiene in a product	0.00	70.00	13.00	15.38	236.51	39
2	Taste	0.00	90.00	43.44	26.13	682.71	39
3	Brand Values	0.00	30.00	6.31	8.86	78.52	39
4	Easily Accessible	0.00	40.00	12.36	9.99	99.82	39
5	How healthy it is	0.00	65.00	14.64	16.50	272.13	39

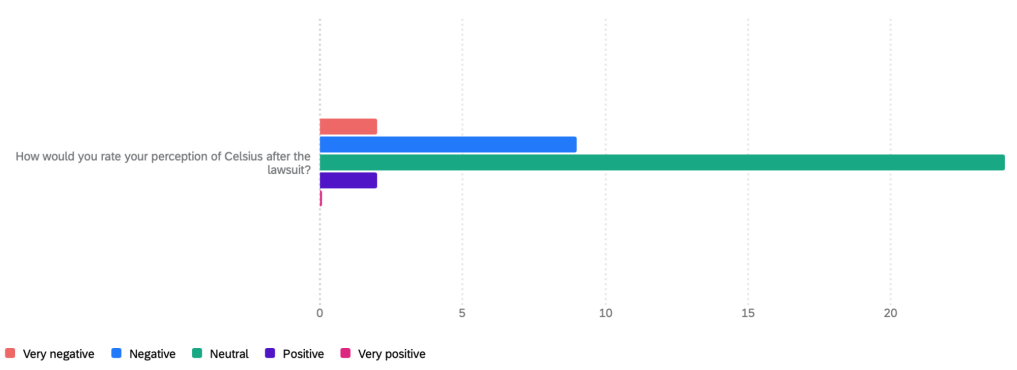
Q14 - On a scale from "Much Less Likely" to "Much More Likely," how has the lawsuit against Celsius affected your likelihood to ... P



Q12 38 ⓘ



Q13 37 ⓘ



Please select the option that best describes your gender identity: 39 ⓘ

Q22 - Please select the option that best describes your gender identity:	Percentage	Count
Male	5%	2
Female	90%	35
Non-binary	3%	1
Transgender	0%	0
Genderqueer	0%	0
Genderfluid	3%	1
Two-spirit	0%	0

What ethnicity do you identify with? Choose all that apply. 39 ⓘ

Q15 - What ethnicity do you identify with? Choose all that apply.	Percentage	Count
Black or African American	3%	1
Asian	0%	0
Hispanic/Latino	5%	2
White	90%	35
Native American or Alaskan Native	0%	0
Native Hawaiian or Pacific Islander	0%	0
Other	3%	1

On a scale from "Much Less Likely" to "Much More Likely," how has the lawsuit against Celsius affected your likelihood to pur... 36 ⓘ

On a scale from "Much Less Likely" to "Much More Likely," how has the lawsu... ↑	1	2	3	4	5
Much less likely:Much more likely	2	7	26	0	1

Conclusion

By the end of this research, it is clear that Celcius has not been clear with the lawsuit, which has caused them to lose customer trust, but for many of the students, Celcius is not their top product, so it had little to no effect on them. This led us to our two main suggestions from our research conducted.

Our first suggestion is for the company to be more truthful to their customer base when an issue like a lawsuit happens. There was not much from the company when the lawsuit first went public, showing they were trying to hide it in a way. We could also suggest changing the ingredients in the drinks not to include citric acid in order to resolve the issue from the lawsuit to the public. Since many other energy drink brands do not include the ingredients, we know it is possible to have an energy drink without one.

Our second suggestion for the company is to market towards college students better. Many of the students in the research stated that Celcius is not their top energy drink based on its flavors. Companies like Alani also have collaborated on drinks like a drink by Kim Kardashian

called Kimaide. Collaborations like that or promoting better to college students could help grow the overall customer base.

Overall our research led us better to understand the Celcius lawsuit and the customer's response. As a group, we are passionate about energy drinks and know many students on campus are also. The company needs to be more truthful with its product ingredients and target students better.

Interview Transcript

Abby

Hello Leah, thank you for taking the time today to sit with me for this interview. This will help my JOUR 382 class conduct research for the Celsius brand. Starting with the first question, talk me through the last time you had an energy drink.

Leah

I believe it was an Alani Nu. I went to the gas station to get an energy drink. It was a Kimade I got two of them. It was like around two dollars for each one, and it was so yummy.

Abby

Okay, amazing, so moving on, if you could give a rough estimate, how many energy drinks do you have monthly?

Leah

I probably drink around 10 a month.

Abby

Why do you only have that amount per month?

Leah

I only drink around that much because I drink coffee every day instead of energy drinks, so probably around ten when my energy is going down mid-day.

Abby

Awesome, what are the words you would use to describe energy drinks?

Leah

The words I would choose are delicious, energizing, sweet, and good flavor, those are my words.

Abby

Why are those the words you choose?

Leah

Because they are delicious, I don't know, and they keep me energized, so that is why I choose those words.

Abby

Thank you so much for sharing your insights with me about your perception of energy drinks. We will go into more detail about a specific energy drink brand, Celsius.

Abby

Ok, starting off, what have you heard about Celsius, the energy drink?

Leah

I know that they have good flavors and that they are in a lawsuit.

Abby

Have you ever consumed a Celsius product?

Leah

Yes

Abby

Did you enjoy the product? Why or why not?

Leah

I did enjoy it because it energized me and got the job done. It was also cheap and available in the dining hall so that I could use my dining cash on them.

Abby

How does Celsius compare to other energy products for you? For example, how does Celsius compare to Alani Nu or Red Bull for you?

Leah

I personally like Alani Nu and Red Bull better. They just have better flavors, personally, and I learned about the lawsuit and tried not to drink it as much.

Abby

Okay, perfect, now that we know your general thoughts about Celsius, the brand, we are going to ask you more specific questions relating to your experiences and feelings towards the brand.

Abby

What comes to mind when you think of your ideal energy drink?

Leah

I first think of the sugar-free Red Bull, it's just expensive, so I don't get it that much.

Abby

Does Celsius fit this ideal, in your opinion?

Leah

No

Abby

How often do you encounter the Celsius brand on a daily basis?

Leah

I see it every day since my roommates have it in the fridge or at the dining hall.

Abby

Some people have a negative perception of Celsius due to issues such as their recent lawsuit. What do you think of this negative perception?

Leah

For the lawsuit and think it is understandable and valid.

Abby

Walk me through your decision process when you choose to drink a Celsius.

Leah

I will only get the Tropical Vibe or the Artic Vibe flavors because the other flavors taste too healthy to me to be honest.

Abby

Are you aware of the lawsuit against Celsius?

Leah

Yes.

Abby

How did this lawsuit affect your likeliness to purchase a Celsius product?

Leah

It didn't change much but it is still not my favorite.

Abby

Do you recall seeing any media coverage of the lawsuit?

Leah

Yes.

Abby

What outlets?

Leah

I only saw stuff about it on TikTok.

Abby

Do you recall hearing people talk about the lawsuit?

Leah

Yes.

Abby

What were they saying?

Leah

All I really knew was that there was a lawsuit and that you could get money from it if you submitted something.

Abby

Hypothetically, if Celsius wasn't in a lawsuit, would your opinion on Celsius be different?

Leah

No.

Abby

Why or why not?

Leah

Because it is just not my favorite energy drink.

Abby

Thank you for sitting down with me today to help me conduct research for my class. Have a great day!

Survey Questions

<Participants' Rights>

Benefits and Risks of Participating in the Study: This study may not directly benefit you, but it may have important implications for researchers. The current study is essential to understand your perceptions of a particular company, and there are no risks to your participation.

Confidentiality: All responses will remain anonymous. Data gathered today will be analyzed only in the aggregate, ensuring that your personal information is not associated with the answers you provide. All information will be stored on password-protected computers for two years.

Voluntary Nature of the Study: Participation in this study is entirely voluntary. You cannot participate at all, refuse to participate in specific procedures, answer certain questions, or discontinue your participation at any time without penalty or loss of benefits. You may also withdraw your consent to participate at any time without penalty.

Transition: Now that you have agreed to participate in this study, we will start by asking you some broad questions about energy drinks.

Broad Questions

- Are you a Ball State Student? (filtering question)
 - Yes
 - No
- Do you have any interest in drinking energy drinks? (nominal question)
 - Yes
 - No
- How many energy drinks do you drink within a month? (nominal question)
 - 0-3
 - 4-7

- 8-11
- 12-15
- 16+
- Tell us which one of these best describes how you feel when drinking an energy drink: (interval question)
 - Very negative
 - Slightly negative
 - Neutral
 - Slightly positive
 - Very positive
- Do you like Celsius Energy Drinks? (nominal question)
 - Yes
 - No

Transition: Now that we know your relationship with energy drinks, we will ask more specific questions about your knowledge of the brand Celsius.

Narrowed-Down Questions

- Have you ever consumed a Celsius Product? (Nominal)(filtering question)
 - Yes
 - No
- How much money would you estimate you spend on energy drinks per month? (simple ratio)
 - \$0 - Maximum
- Based on your preference, rank order for the following energy drinks. 1 most liked/3 least liked. (ordinal)
 - Celsius
 - Alani Nu
 - Red Bull
- How likely are you to choose Celsius as your energy drink of choice? (interval)
 - Never
 - Not Likely
 - Neutral
 - Somewhat likely
 - Very likely
- Think about the reasons you purchase a particular energy drink. Some reasons are listed below in the following list. We want to know the relative importance of these reasons in your purchasing process. Assume you have 100 points. Divide the points among the following reasons to indicate the relative importance of each reason. The more points you give something, the more critical it is. You can give as many or as few points as you wish for each reason. Please make sure that your total equals 100 points. (advanced ratio)

- A specific amount of energy/caffeine in a product
- Brand values
- Easily available
- Taste
- How healthy it is
- How do you feel when you think about Celsius as a brand? (interval)
 - Negative
 - Slightly negative
 - Neutral/Indifferent
 - Slightly positive
 - Positive

Transition: Now that we know about your feelings towards Celsius, we will ask about your knowledge of the recent lawsuit against Celsius.

Specific Topics

- Have you heard of the lawsuit against Celsius? (nominal question)
 - Yes
 - No
- From which of these sources have you heard about the Celsius lawsuit? Choose all that apply. (nominal question)
 - Social media
 - News channels (TV, online articles, etc)
 - Word of mouth
 - Other (please specify)___
- How would you rate your perception of Celsius before the lawsuit? (Simple interval)
 - (1) Very negative
 - (2) Negative
 - (3) Neutral
 - (4) Positive
 - (5) Very positive
- How would you rate your perception of Celsius after the lawsuit? (Simple interval)
 - (1) Very negative
 - (2) Negative
 - (3) Neutral
 - (4) Positive
 - (5) Very positive
- On a scale from "Much Less Likely" to "Much More Likely," how has the lawsuit against Celsius affected your likelihood of purchasing a Celsius product? (bipolar interval question)
 - Much less likely 1 2 3 4 5 Much more likely

- What ethnicity do you identify with? Choose all that apply. (nominal)
 - Black or African-American
 - Asian
 - Hispanic/Latino(a)
 - White
 - Native American or Alaskan Native
 - Native Hawaiian or Pacific Islander
 - Other (please specify)
 - Prefer not to say
- Please select the option that best describes your gender identity: (nominal)
 - Male
 - Female
 - Non-binary
 - Transgender
 - Genderqueer
 - Genderfluid
 - Two-spirit
 - Other (please specify)
 - Prefer not to say

Conclusion

- Thank you for taking the time to take this survey. We appreciate it!