StratejiCo.

Hell Energy

Customer: **HELL ENERGY**

Services: **Reputation Management**, **Social Media Management**

> **{HellEnergy}**, brand of an energy drink whose country of origin is Hungary, made a launch campaign to increase its brand recognition in Turkey and they were given support and consultancy service with strategic brand communication and reputation management. The impression of the campaign on social media and internet was observed with interest and reported periodically with opponent analyses. In the direction of the observations, suggestions were presented in order for the campaigns in the future to make bigger impressions.

Problem

{HellEnergy}, which has low brand awareness in Turkey, wanted to run a successful launch campaign to increase awareness.

Solution

We started the consultancy process with focus group studies in order to understand the target audience, brand perception, possible crisis topics, brand's strength and weakness better. According to the route we prepared in conclusion of these studies, we observed launch campaign process and its impressions closely.

We have informed the Turkish office and the HQ in Hungary towards future campaigns with a report consisting of important topics such as how to reach the target audience easily, which communication channels to be preferred and potential crisis subjects.

Conclusion

{HellEnergy} gained a lot of inner vision through which they can use their marketing budget more effectively. After the successful launch campaign, a powerful ground was formed for HellEnergy post-launch communication.