

# FUNKY MONKEY



# About the brand

**FUNKY MONKEY**

**Funky Monkey** is the brand of non-alcoholic, soft sparkling drinks. The brand had been in development since 2020 and was launched in the middle of summer 2023. Many mass media then believed that this new SSD\* brand was a product of the global player who decided to replace their international brand with it. We responded very quickly to this information, telling them who we really are. We realized that a lot of copy paste brands would appear on the market. And we choose to go our own way.

Funky Monkey is a bright SSD\* brand with a very charismatic face and a easygoing, positive vibe.

In June 2022, 2 main flavors were launched - Funky Monkey Cola and Funky Monkey Orange

In March 2023, the brand launched a refreshing citrus flavor - Funky Monkey Lemon-Lime

In March 2023, the brand launched a new brand sub-line Funky Monkey Crazy consisting of 3 SKUs with unusual fruit combinations. This sub-line reflects the real nature of the brand.

Brand goal 2024/2025:

To become the No. 1 SSD\* with a wide range of flavors for the youth 16-25.

Focus on Crazy sub-line in communication, the classic range of flavors in the portfolio is still represented.



\*soft sparkling drink

# Brand platform

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## **Insight:**

*«There are so many different opinions, sources of information, events, tasks around me. My life is busy, but it is not always possible to distract myself, "blow off steam" and have a little fun.»*

## **Benefit:**

Funky Monkey can quickly make your day and allow you just have fun and fool around without being ashamed of being yourself (of what people will think of you).

## **RTB:**

A brand with a bright character that charges everyone with positivity and leaves no chance to anyone to stay indifferent ;)

Bright, non-standard flavor combinations, along with basic popular flavors

## **Brand essence:**

Switch to the fun, help to unleash your «inner monkey» and have some tremendous fun.

**Advertising campaign slogan 2023:** Turn on the fun!

## **What do we want our consumers to think/feel/do about Funky Monkey?**

An original, fun product with a memorable monkey character and a unique range of flavors. The brand that charges with fun so that you want to smile endlessly and enjoy life. This brand highlights my personality. Mass-market brands are boring, and Funky Monkey is a fun, unique, it differs from other brands in the market that copy-paste international brands.



# Target audience

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**Men and women 16-45.** Communicative, open-minded, like to spend time with family, friends, play sports. They like to «surf» on the Internet, actively communicate through social networks, although they prefer face-to-face communication, and meetings with friends. Optimists, follow trends.

**The core audience 16-25** is Generation Z. They are able to see fun in everyday life, bring energy, brightness and colors into their lives and the lives of people around them. They like to try something new. They have an inner standard of quality, prefer brands with a bright personality/«face». They desire to be themselves, but are not ready to stand out intentionally.



## Hobbies



Music and Festivals;



Galleries, exhibition centers;



Movies;



Trips to the countryside, walks with friends, outdoor activities;



Cycling, active leisure;



Traveling;



Gaming, social networks

## Context:

- Earlier (before 2022), the SSD market could be segmented into international brands well-known by consumers as brands widely represented around the world and for which consumers were ready to pay more, lemonades / soviet sodas, tonics (super-premium segment), Private labels (low-price segment mainly).
- Coca Cola - was the major player in the Russian market and together with Pepsi had about 50% of the market share. The Cola flavor and brand was the market leader and the synonym of the category.
- Now consumers are choosing an alternative for their favorite brand/flavor that left the market. They look for the proper quality / price / positioning. The market of SSD now is overwhelmed with the new players «copying» the 'gone' brands both in communication and visual parts.
- Consumers actively explore different flavors and try to vary their commodity buckets sometimes even switching to energy drinks.
- Funky Monkey was launched as an independent brand without mimicry of global brands. This brand has its own style of communication and unique mascot.

## Task:

Analyze trends in the category of drinks. Suggest a concept for a limited edition for the Crazy sub-line (including flavors) that would reflect the brand positioning, highlight the product on the shelf and stimulate purchase (collect designs).

## What do we expect:

Develop a concept with a moodboard, create 1 packaging design for Funky Monkey Craazy 0.45 can (flavor suggested by you).

## What's important:

The flavors have to be classy "soda" flavors (i.e. it can be a fruit-dessert combination like yuzu matcha/cranberry panna cotta, but it can't be hashbrown with sour cream :))

You can suggest the most bold mascot options, including introducing new characters under the limited edition series, or dressing up/transforming the current mascot if your idea demands it

Materials: <https://cloud.mail.ru/public/o4Cd/fWhpycFNS>

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Thank you for your  
attention!

