

GU ENERGY LABS

GU ENERGY LABS

BRAND REFRESH AND
PACKAGING DEVELOPMENT

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GU™

BLUEBERRY
ENERGY GEL

100 Calories
1425mg Amino Acids
125mg Sodium
35mg Caffeine

NET WT. 1.1 oz (32g)

GU™

LEMON LIME

DRINK
TABS

320mg Sodium
60mg Caffeine
per tablet

NET WT. 2.0oz (56g)

GU™

STRAWBERRY
ENERGY GEL

100 Calories
1425mg Amino Acids
125mg Sodium
35mg Caffeine

NET WT. 1.1 oz (32g)

100 Calories
1425mg Amino Acids
125mg Sodium
35mg Caffeine

KIWI
ENERGY

NET WT. 1.1 oz (32g)



RESEARCH & OVERVIEW



SUGAR

Sugar is a carbohydrate that the body breaks down into glucose. This glucose enters the bloodstream and is absorbed by the body and muscles as a source of energy. There are several types of sugar and sugar alternatives, but regardless of the type, they all break down in the same way.

25-50 GRAMS
PER DAY

ENDURANCE ATHLETES



Participants in high-intensity cardio activities for extended periods deplete their energy levels significantly. They represent a market of individuals who need to consume higher amounts of sugar while avoiding digestive issues. Their bodies may require up to...

60-90 GRAMS PER HOUR



In 1999, GU Energy Labs set out to revolutionize endurance sports by producing the first energy gel pack. Dr. Bill Vaughan initially aimed to help his ultra-running daughter compete in increasingly longer trail races by solving the challenge of consuming key nutrients while running without causing stomach issues. Finding solutions for athletes of all kinds has been a part of their history and remains a driving force in their mission to revolutionize sports.

GU ENERGY LABS

FAST ABSORBING ENERGY

From its wholesome beginnings, GU Energy Labs has empowered athletes to push the boundaries of both sport and their bodies. Since then, they have developed a line of products designed to help athletes perform better by providing fast-absorbing energy through a blend of simple and complex carbohydrates.

SIMPLE & COMPLEX CARBS

AUDIENCE & ATMOSPHERE

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AUDIENCE SNAPSHOT

Defining and developing the audience of GU Energy Labs starts with immersing oneself in the community. This research explores the culture of GU and endurance sports, from 5K brewery runs to 50-mile ultramarathons. Through this research, one thing became clear: regardless of the scale of an athlete's practice, we all form GU's unofficial team.

Our Team

WORK
HARDER

PLAY
HARDER

27

GU Energy Labs caters to athletes of all abilities who embrace the thrill of pushing their limits and striving for excellence. These athletes are not just customers but a dedicated team that represents the GU brand. They face the relentless challenges of training and competition head-on, relying on GU products to fuel their pursuit of peak performance. Their greatest joy comes from the satisfaction of conquering new heights and the camaraderie of a community that celebrates every triumph and learns from every setback.

Our Team

LOOK GOOD IN ACTION

At its core, GU strives to reach athletes who are unafraid to stand out and forge their own paths. Strategy and sheer grit are their tools for success. This team pursues their aspirations through dedicated practice, aligning with brands and products that resonate with their ambitions. Embracing an athlete-off-duty aesthetic, they value functional yet stylish workout gear, believing that high performance and great style go hand in hand.



MILLENNIAL MARATHONNER

Several news outlets have reported an increase in marathon and half-marathon participation. Psychologists attribute this trend to emotional factors such as midlife reassessment, challenge-seeking, the pursuit of meaningful accomplishments, community engagement, evolving life priorities, and self-discovery.

Modern millennials are more likely to be single than previous generations and tend to have greater disposable income. These factors create an environment where millennials are motivated to push their limits and conquer endurance challenges like the marathon. Strava, a platform with over 100 million users across 160 countries, has reported that more than 22% of users log at least one race per year. Among them, 26% of millennials participate in an endurance race.

Overall, millennials are a core audience for GU, as they seek to surround themselves with ambitious individuals and invest their time in a community that uplifts and encourages one another to reach their goals.



VENTURE INTO UNCHARTED TERRITORIES

The rise of elevated activewear is transforming how athletes and fitness enthusiasts approach their wardrobes, seamlessly blending performance and style. This movement prioritizes high-quality, technically advanced fabrics that provide comfort, durability, and functionality while also featuring sleek, fashionable designs suitable for everyday wear. Brands are creating activewear that transitions effortlessly from workouts to casual outings, allowing athletes to wear their gear on the street without sacrificing style. These pieces often showcase sophisticated cuts, attractive color palettes, and thoughtful details, making them versatile for various settings. As a result, activewear has evolved into a staple of modern fashion, reflecting an active lifestyle and a commitment to both fitness and aesthetics. Consumers are fully embracing the athlete-off-duty lifestyle, proudly incorporating their fitness passions into their everyday fashion choices.

GU's audience expresses their passion through both performance and product. Not only do they strive to perform at their peak, but their choice of gear and brands also reflects their personality and aspirations.

ELEVATED ACTIVWEAR

ON-TRAIL RESEARCH

Although I was already an active runner in the community, this rebrand transformed every run into a case study. I covered nearly 900 miles, carefully strategizing and analyzing how to position GU for growth and success in the coming years.

50 MILES OF FUEL



FUEL ROUNDUP

37

7 Gu Roctane Gels
 4 Gu Classic Gels
 2 liters of Gu Caffeinated
 electrolyte beverage
 2 Stinger Waffles
 4 Stinger Chews
 2 Huma Gels
 1 Maurten Gels
 1 Glukos Gels
 1 Cliff Bar
 2 Uncrustables

3,110 g. of carbs for 11 hrs 40 min

As part of my product research, I competed in a 50-mile ultramarathon, putting GU and several other endurance nutrition brands to the test. GU overwhelmingly became my brand of choice for this event.

Although I primarily packed alternative brands, when GI issues began to arise, I found myself reaching for GU products at every aid station, ultimately leaving behind what I had initially brought. Since this was a GU-sponsored event, I relied on several GU products for caffeine, essential carbohydrates, and sugar.

Larger and flatter gels, like Glukos, were more packable. However, GU proved to be the most convenient to consume while running on the trail. Overall, dealing with detached gel packet corners became cumbersome, especially when energy was running low or the terrain was technical. GU gels remained my primary source of nutrition from mile 5 to mile 45.



TRAIL CULTURE & FASHION

39

EVERYONE RUNS FOR THEMSELVES

I had the unique experience of engaging in hours of conversation without eye contact. With no context of appearance or age, the only thing I shared with these runners was the fact that we found ourselves on the same mile at the same time. These conversations were not only deeply personal, but they also existed without the concern of being perceived. There was no service, no phones, no cameras—just raw, unfiltered connection. This community encourages you to come as you are, dress as you like, and do what works for you, even if it's a bit unconventional.

AN EVENT FOR ALL AGES

The age range for this event spanned from 24 to 69, resulting in an average age of 34 and a median age of 46. While the nature of the event primarily caters to participants in their 30s and 40s, it remains welcoming to anyone ready to take on the challenge.



EAGLE ROCK RUN CLUB



SOCIAL EVENT

Over 100 people attend this event weekly on Thursday evenings at a brewery. At least 1/3 of participants indulge in post-run drinks, hot dog, and socializing.

HIGHLY COMPETITIVE & SUPPORTIVE

Just because it's a social run does not make it easy. People are always pushing the pace and at the conclusion of my run I was asked by several people "how did you do?"

CURATED AESTHETIC

Each event they host has designated photographers and they have a small team of designers for merchandise and social. Conscious selection of people and photography chosen. Dressing your best can get you featured.

YOUNG ADULTS

This event was for 21+ participants. The crowd appeared to be mid 20s to mid 30s.

INTERVIEWS & INSIGHTS

Based on insights from current trends and on-trail research, I selected individuals to interview in order to gain a deeper understanding of endurance athletes. My interviewees represented a diverse range of personas, from elite ultramarathoners to dedicated 5K runners.

HILLARY ANN



ELITE ULTRAMARATHONNER, FILMMAKER, PHOTOGRAPHER

ABOUT

Age 32
Income 70K
Married with a dog

ATTRIBUTES

A creative mind with a competitive side. Hillary began trail running at 25 and built her career from the bottom up. She is a runner sponsored by Arc’teryx and has traveled the world climbing tall mountains and running far. She is a successful freelance creative that can do it all!

MOTIVATIONS

She aspires to encourage people to get outside their comfort zone. She is also a strong advocate for women in ultra running and this theme is reflected through her work.

CORE NEEDS

She cares for the environment and aligns herself with brands and events that share her values in conserving and appreciating nature. She also appreciates a playful and high spirited energy

PAIN POINTS

Dishonest companies. There has recently been a “scandal” brought to light about spring energy gels lying about the nutrition in each gel. For this reason, She is thinking about swapping brands.



ABOUT

Age 24
Income 65-70K
Single

ATTRIBUTES

Alex is always in the know. She chases the latest trends and next upcoming brands and always leaves the house in style. She is outgoing yet takes a step back to meditate and think more deeply about her emotions.

MOTIVATIONS

She just recently graduated college and is ready to make her way in the world. She aspires to take each step in life with intention and find meaningful moments throughout her day.

ALEX
CORTEZ

MARKETING, PASSIONATE NEW RUNNER



DAYAN
ROSEN

LAWYER, HOBBY MARATHONNER

ABOUT

Age 54
Married with a dog

ATTRIBUTES

Hard work pays off! Dayan has spent a lifetime setting high goals for himself and working hard to find success. He is overwhelmingly optomistic and seeks to find the positives or opportunities to learn in every setback.

MOTIVATIONS

He thrives around other passionate individuals and appreciates the training just as much as race day.

CORE NEEDS

He aims to find and share meaningful moments in every day life.

CASE STUDIES

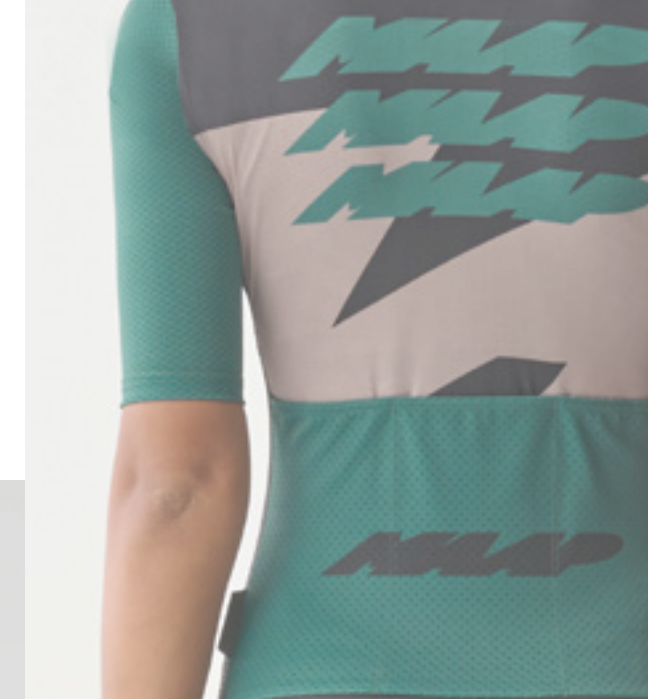
When examining my case studies, I focused on how the design has crafted the culture of the brand, community, and sport. There is a sense of practicality and style. These brands aim to be setting the trends and setting the stage for the future of their industry.

Case Study 1

MAAP

MAAP, a leading cycling apparel company, is revolutionizing the industry by transforming cycling gear into a curated, premium experience. Their packaging design reflects this ethos, offering sleek, high-quality presentations that enhance the brand's luxurious appeal. By emphasizing meticulous detail and user experience, MAAP creates a sense of exclusivity and sophistication. This approach not only elevates the product itself but also makes the entire consumer journey feel bespoke and thoughtfully designed.

While MAAP embodies luxury and exclusivity, it also fosters a brand identity that meets cyclists wherever they are in their journey. Whether leading the pack or riding at the back, cyclists find a sense of community and belonging through MAAP. The brand's inclusive ethos ensures that every rider, regardless of skill level, feels valued and part of a larger cycling family. This dual focus on high-end quality and community connection sets MAAP apart in the cycling world.



① ALWAYS LEAD OFF THE FRONT. ② **LEAVE A BETTER PLANET THAN THE ONE WE INHERIT.** ③ WE EXIST TO PROPEL CYCLING FORWARD **THROUGH BETTER DESIGN & PERFORMANCE.** ④ MAAP BELONGS TO US ALL. ⑤ AUTHENTIC = VALID. **WE FOLLOW AN ALT-CYCLE ETHOS.** ⑥ CYCLING MAKES EVERYTHING BETTER, WE NEVER STOP PEDALLING.



SALOMON S/LAB X COURTNEY DAUWALTER

Case Study 2

The Salomon S/Lab x Courtney Dauwalter collaboration on a dental hygiene system for trail runners is an unconventional yet playful innovation presented with a refined touch. This unique kit, co-designed with trail-running legend Courtney Dauwalter, includes the S/Lab Ultra Spark Vest equipped with a carbon toothbrush, nutritional toothpaste, a rinsing flask, and a retractable Boa-floss. Beyond the lighthearted idea of clean teeth fueling performance, the team focused on reducing gear weight and enhancing the toothpaste's nutritional value. By incorporating carbohydrates and electrolytes, the toothpaste not only cleans but also provides an energy boost, seamlessly blending practicality with performance enhancement. This collaboration underscores S/Lab's commitment to innovation, merging functionality with elite performance standards.

Salomon's S/Lab is renowned for its cutting-edge approach to gear design, constantly pushing the boundaries of athletic performance. This specialized extension of Salomon is dedicated to developing high-performance equipment tailored to the precise needs of elite athletes. The dental hygiene kit serves as a testament to S/Lab's dedication to addressing even the most nuanced needs of athletes, ensuring they have the tools to excel in every aspect of their sport.



QUIP

Each QUIP toothbrush comes in a travel-ready case that doubles as a stand, offering convenience for both home use and on-the-go care. The minimalist packaging design reflects the brand's commitment to simplicity and elegance, reducing unnecessary waste while enhancing the overall user experience. Additionally, QUIP's subscription service ensures the timely delivery of replacement brush heads and toothpaste, encouraging consistent dental care. This thoughtful approach to packaging and product design has set a new standard in the dental hygiene industry, seamlessly blending practicality with modern, clean aesthetics.



CONCEPT

PAST 61
PRESENT 63
FUTURE 67

Humble and Wholesome Beginnings

GU Energy Labs was born from a father's unwavering dedication to his daughter, a passionate athlete striving to reach her peak potential. Determined to optimize her performance and recovery, he meticulously crafted energy products that were both effective and wholesome. This humble yet heartfelt beginning embodies GU's enduring commitment to athletes everywhere, ensuring their bodies are fueled with the best nutrition to achieve excellence in their sport. Today, this legacy of care and precision continues to drive GU Energy Labs, inspiring athletes to push their limits and pursue their goals with confidence.

A full-page photograph of a female athlete with blonde braids, wearing a black athletic top and a medal with red, white, and blue ribbons. She is smiling broadly, looking upwards. In the background, other athletes are visible, slightly out of focus, against a bright blue sky with light clouds. The text "EVERYONE STARTS SOMEWHERE" is overlaid in large white capital letters on the right side of the image.

EVERYONE
STARTS
SOMEWHERE

TO GET
SOMEWHERE.

MAXIMIZE YOUR POTENTIAL

GU Energy Labs offers a comprehensive line of products designed to help athletes reach their full potential, catering specifically to the unique demands of endurance sports. Whether you're sprinting short distances or tackling long-distance events, GU provides scientifically formulated nutrition to sustain energy, enhance performance, and support recovery. Their range of gels, chews, and drinks ensures that athletes have the optimal fuel to power through every challenge, helping them achieve peak performance in both training and competition.

GU products are highly effective, but they only get athletes halfway there. Functionally, they are unmatched in the market, offering the largest variety of products and a strong, dedicated customer base.

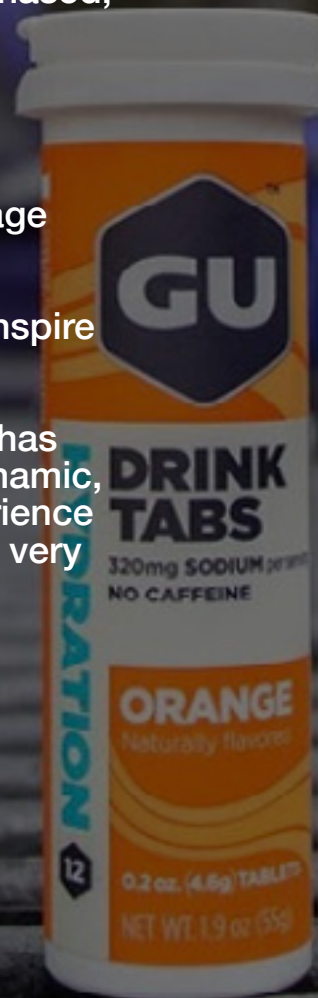
However, what GU lacks is visual energy. The brand does not fully embody the ambition and passion of its customer base. Currently, GU engages its most dedicated customers only after they have purchased, consumed, and tested the product.

How can GU engage and onboard customers from the shelf?

In what ways can GU's visual language reflect the energy of its audience?

How can GU go the extra mile and inspire its customers to do the same?

By addressing these questions, GU has the opportunity to create a more dynamic, engaging, and inspiring brand experience that connects with athletes from the very first interaction.



WE'RE
HALFWAY
THERE

GO THE EXTRA MILE

GU as a brand is ready to go the extra mile so its audience can do the same. The products are proven to work, but they need to capture an athlete's interest at a glance.

Visually, GU should embody the aspirations of its athletes—whether they are extreme Ironman competitors or conquering a 5K. When athletes are on course with GU, they should feel powerful and unstoppable.

ANY TIME
ANYWHERE
ANY PERSON
ANY EVENT

WE ARE
A TEAM

GU's customers are a team—individuals of varying abilities, sports, locations, and goals—united under an empowering brand. It is essential to craft an identity that resonates with a diverse range of active people and athletic events. The true mission of GU Energy Labs is to empower athletes to achieve their goals through a high-quality, accessible, and efficient product line.

FRIENDLY
ELECTRIC
POWERFUL
FRESH
ENERGIZING

PACKAGING PROCESS

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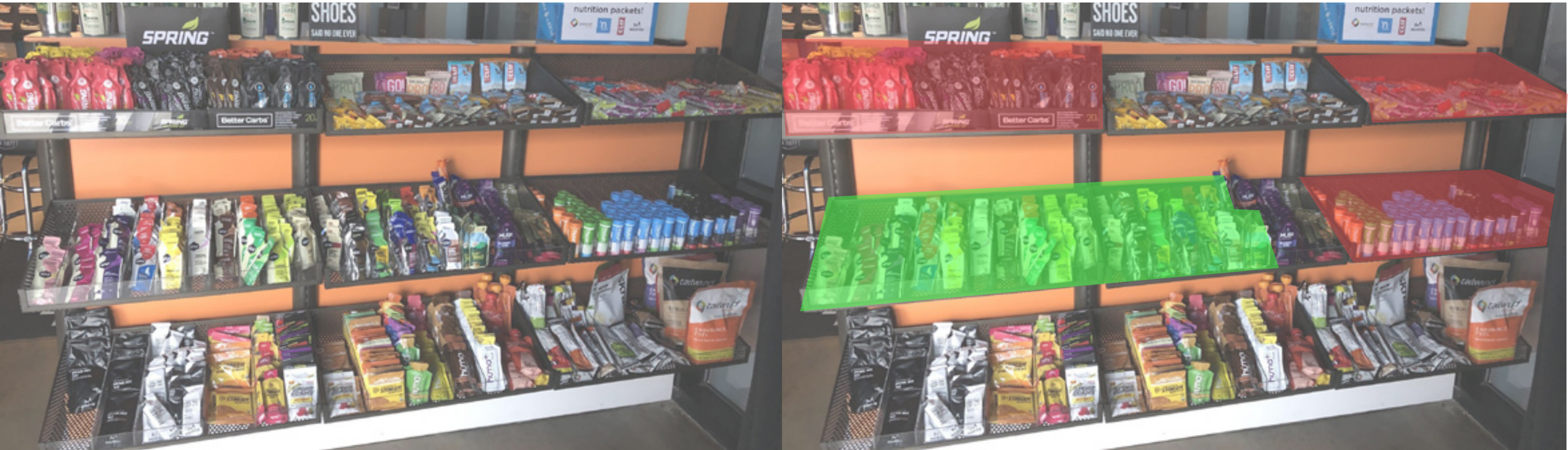
ANALYSIS & OPPORTUNITIES

GU’s packaging system is functional yet conventional. Its design closely mirrors that of competitors, making it difficult to stand out. How can GU revolutionize sports nutrition by enhancing the functionality of its packaging?



As the first to market, GU Energy Labs established themselves as the leading innovators in endurance sports nutrition. However, over time they have become indistinguishable from their competition. Although they dominate the market with the largest product range, GU loses their identity when side by side with other brands.

COMPETITOR AUDIT

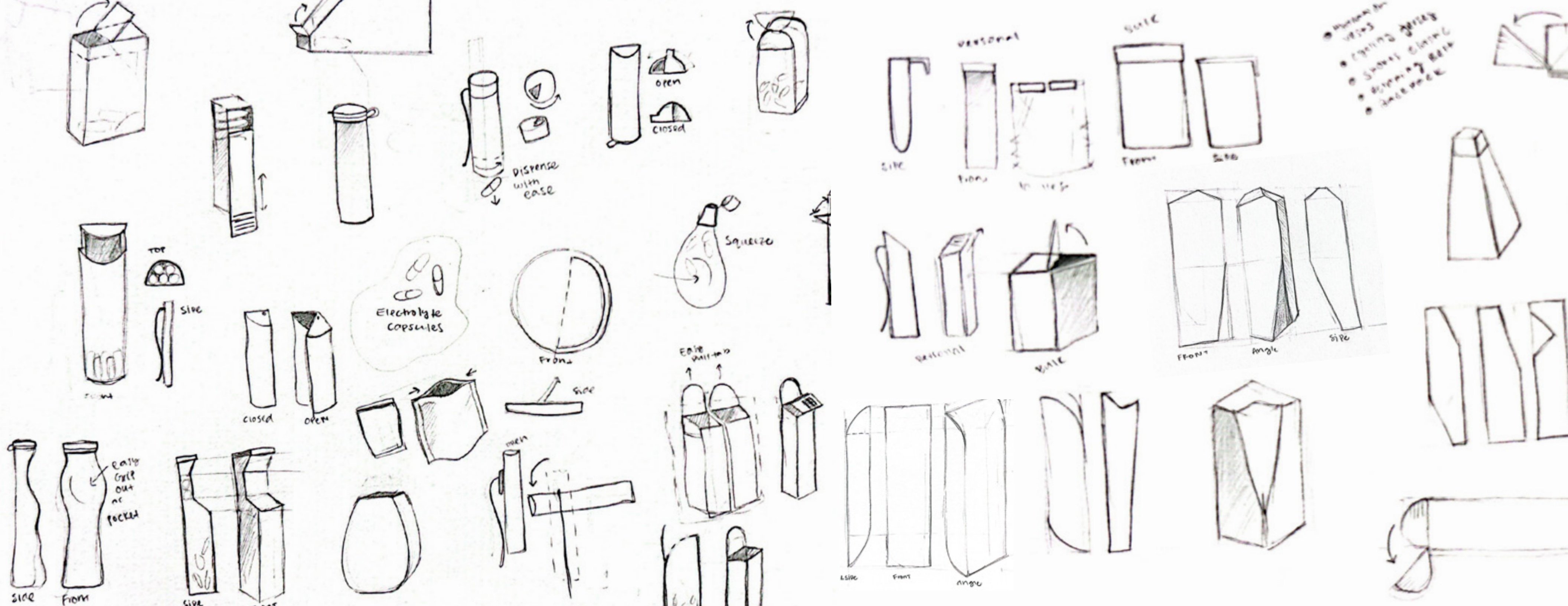


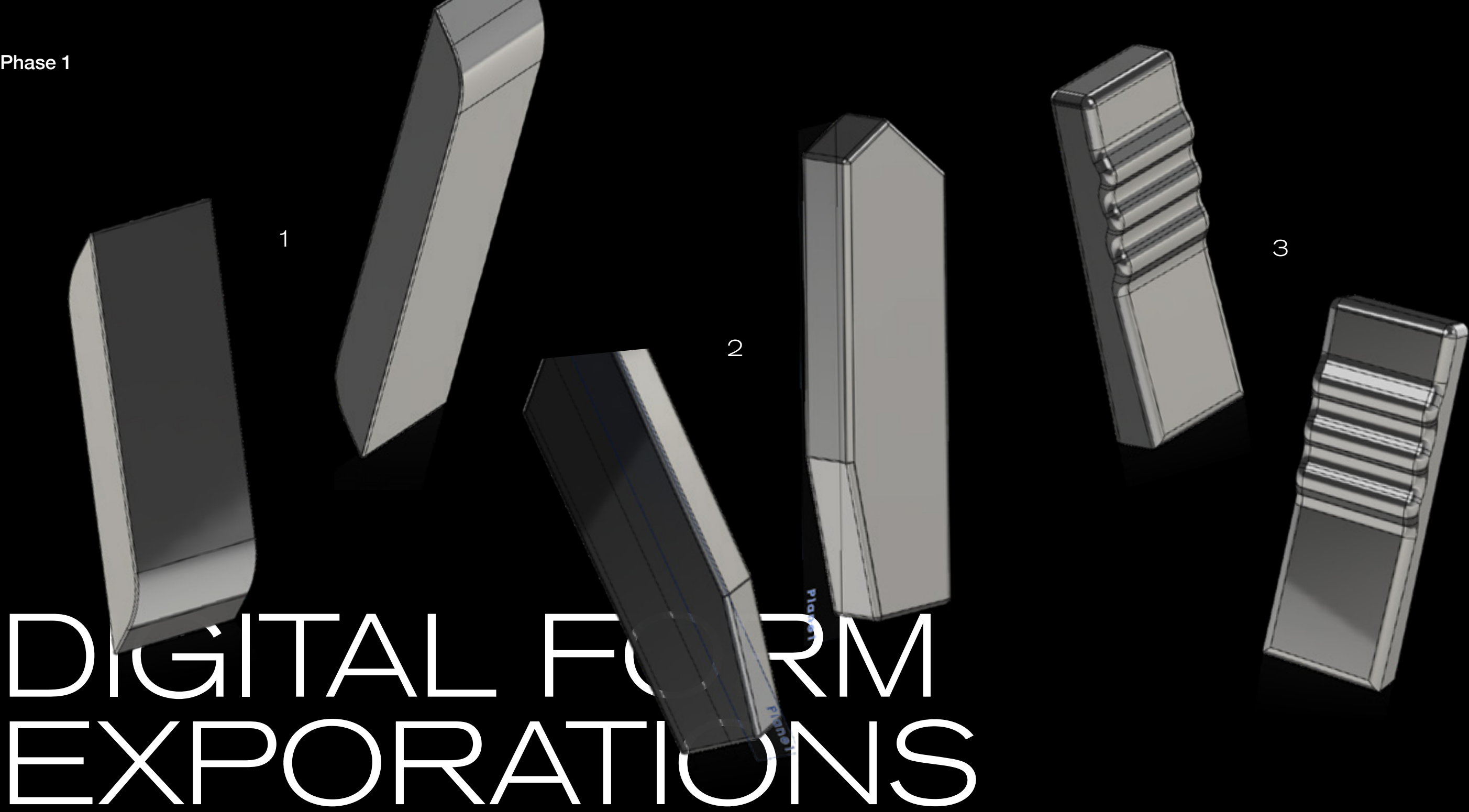
Gu Energy Labs is prominently featured in specialty sports and active lifestyle stores, establishing itself as one of the leading brands in these retail environments. Despite its substantial presence, the current packaging lacks visual distinction from competitors in terms of form, color, and logo design.

RETAIL ASSESSMENT

When designing for athletes, it is crucial to consider the practical application of Gu products during physical activity. In re-designing the packaging, it is imperative that the product remains optimal for various uses and sports. I have meticulously evaluated the following options.

HYDRATION VEST
RUNNING BELT
ELASTIC BELT
CLOTHES POCKET
BIKE JERSEY





MODEL 1

- Large rounded edge for optimal pocket compatibility
- Flat and compact package and maximum internal capacity
- Optimal space for PDP and branding
- Visually simple and could have difficulty displaying on shelf

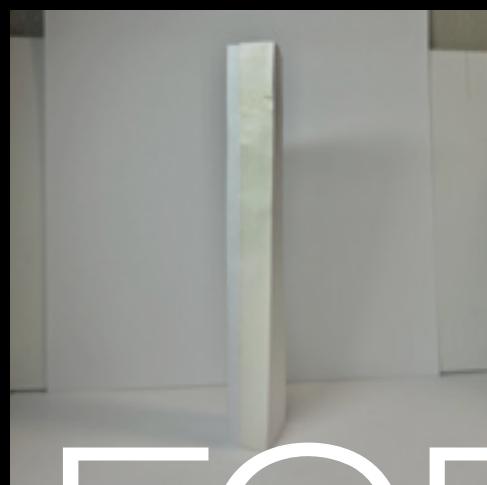
MODEL 2

- A unique silhouette with a minor compromise to volume
- Clear “pour” direction to disperse product
- Angular with rounded edges to be resistant to abrasion with athletic fabrics

MODEL 3

- Simple form and maximal volume
- Grip pattern on the front to aid in removal from pockets
- Rounded edges to be resistant to abrasion

Phase 2



PAPER FORM EXPLORATIONS

ANALYSIS

Each paper form development started with a round base. From there I creased, cut, layered, and folded areas to make interesting and unexpected forms. Several of these have experimental dispensing mechanisms such as dispensing from the bottom or swiping of an outer lever.

Phase 3



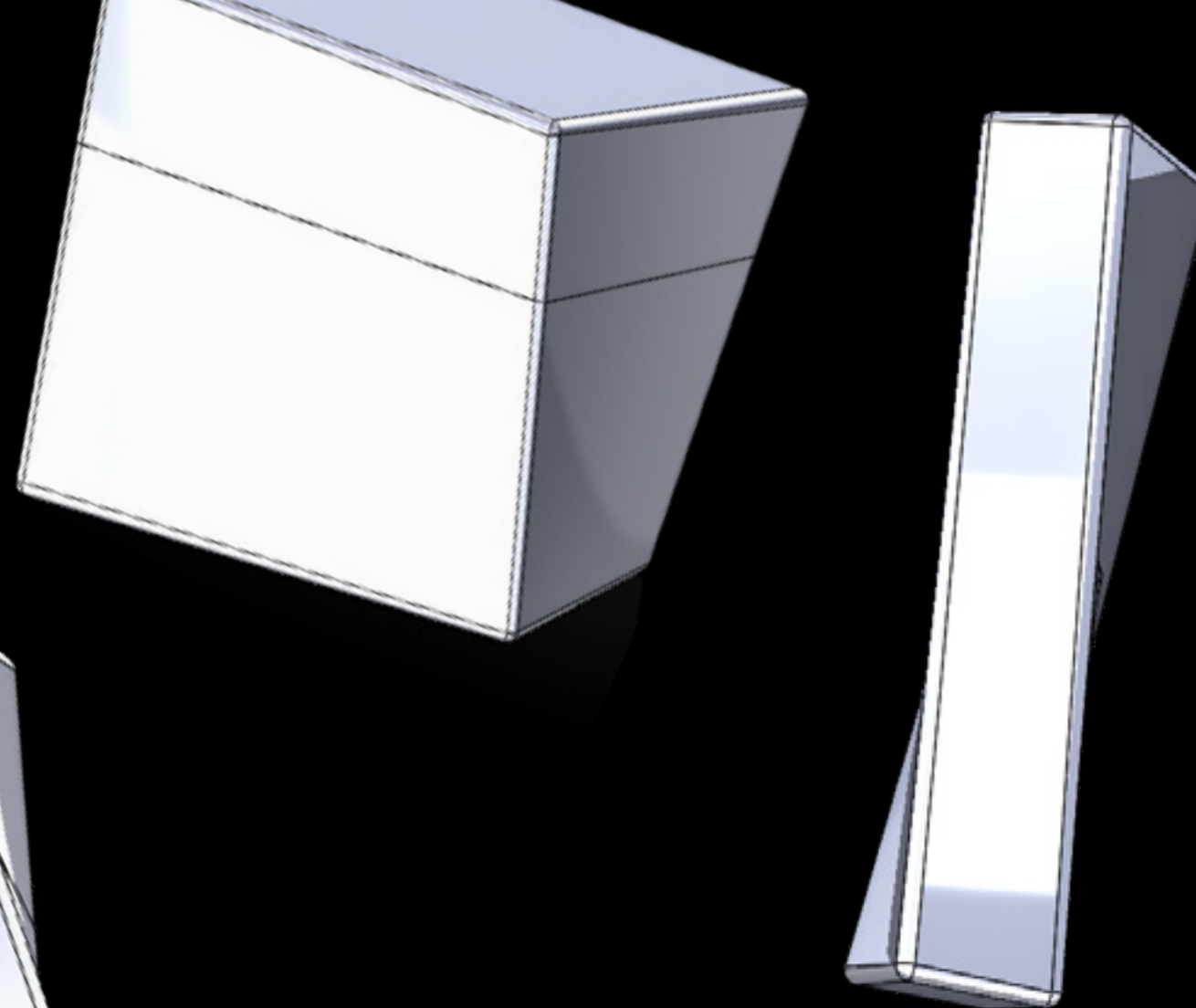
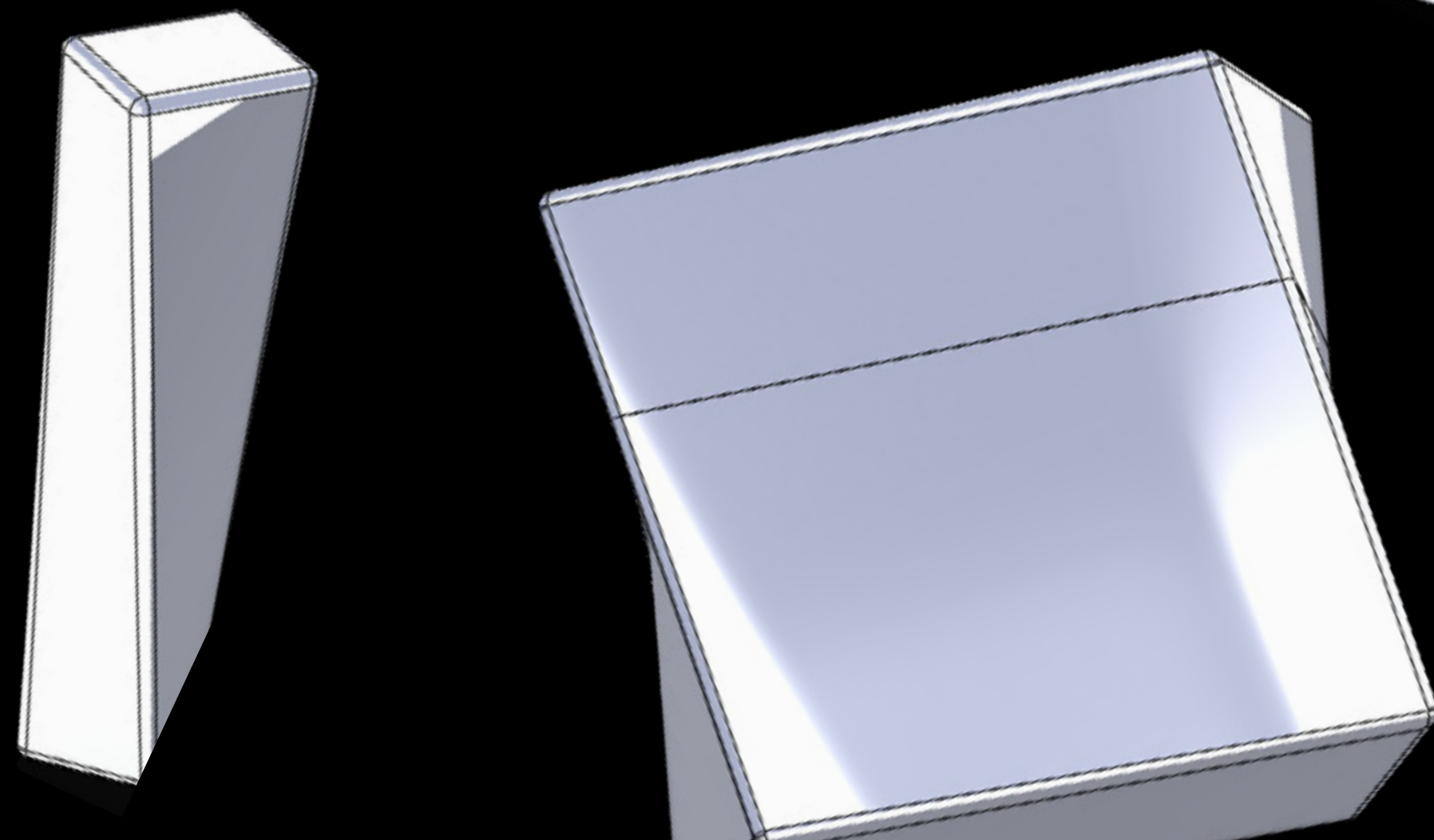
CLAY FORM EXPORATIONS

ANALYSIS

Creating clay forms allowed for the exploration of more angular forms. This phase became more sculptural. I explored how this product may fit with the body and in hand.



ENDURANCE NUTRITION



Functional, sculptural, organic, yet calculated—a packaging system that is simple in essence yet bold enough to capture attention. This product line embodies a brand that is cultivating its own culture. GU is not only a product that delivers results; it unites athletes of all backgrounds and abilities.

WITH A TWIST



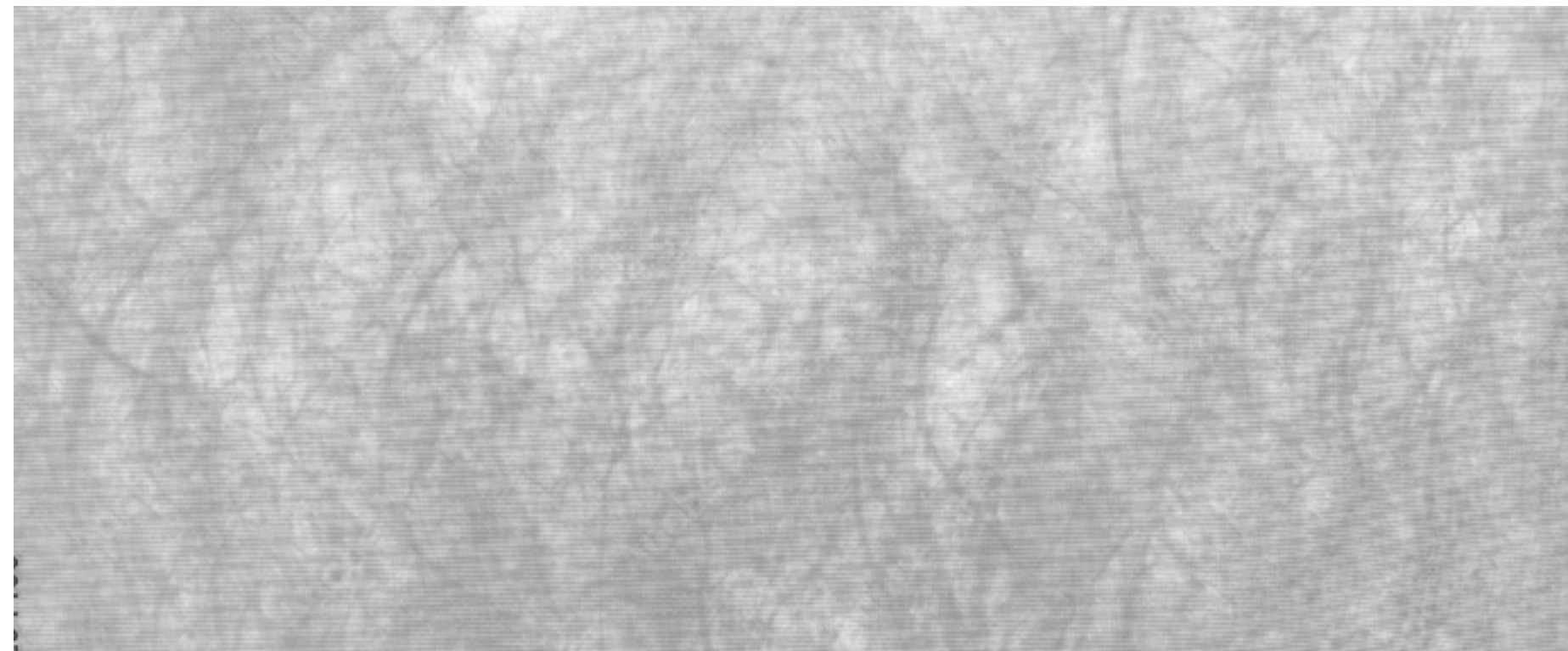
MATERIALS OVERVIEW

Gu Energy Labs is committed to constructing products with materials that are sustainable for the environment and that can be recycled or re-filled without sacraficing durability.



Aluminum has insulated qualities and is resistant to abrasion which is ideal for the single use energy gel.

Sulapac is a plastic alternative for hard packaged products that house water-soluble goods. This includes our BCAA capsules and drink tabs.



Tyvek paper, frequently utilized for race bibs and outdoor maps, is esteemed for its remarkable durability and resistance to water and tearing. This high-density polyethylene material is both lightweight and flexible, rendering it ideal for applications that demand strength and resilience. The unique properties of Tyvek allow it to endure harsh environmental conditions, ensuring both longevity and reliability. Furthermore, Tyvek is recyclable, enhancing its sustainability and mitigating its environmental impact.

IDENTITY BEFORE & AFTER



BEFORE



AFTER

BEFORE



AFTER



IDENTITY *PROCESS*

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ANALYSIS & OPPORTUNITIES

GU Energy Labs has created an endurance nutrition vocabulary around their name. It's not uncommon for a runner to ask "What's your favorite gu" or biker to take a "gu break. With this customer awareness the goal is to ensure when they are shopping for "gu," they choose Gu. Adjustments can be made to the logomark that commands attention.





DIRECTION 1.1



DIRECTION 1.2



DIRECTION 2.1



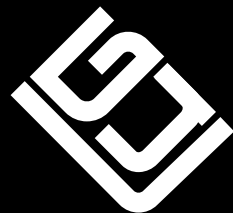
DIRECTION 2.2



DIRECTION 3.1



DIRECTION 3.2



DIRECTION 4.1



DIRECTION 5.1

LOGO IDEATION PHASE 2

In phase two of my logo development process, I digitized and refined several concepts originating from the initial phase one sketches. The objective was to transcend the conventional boundaries of the Gu brand, focusing on the themes of racing, movement, time, and competition.

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Phase 1 - 8

פ

Phase two - 5

X

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פ

73
87

פ

פ



DIRECTION 1.1



DIRECTION 1.2



DIRECTION 1.3



DIRECTION 2.1



DIRECTION 2.2



DIRECTION 2.3



DIRECTION 2.4



DIRECTION 2.5

LOGO IDEATION PHASE 3

In phase three, I honed in on two logo directions. The first direction is expressive and bold. Through iterations, I explore the texture of gu within the wordmark. The second approach references time. Gu products are designed to be consumed on a schedule for optimal nutrition benefits during activity.



UPDATED LOGO

The updated logo is simple and striking. I maintained the bold logotype from the original logo but crafted a form with a taller profile. The strikethrough alludes to time, as Gu products are designed to be taken on a schedule with exercise. Furthermore, the logo has been freed from its original bounding box to allow it to expand beyond its boundaries both figuratively and literally.

GRAPHIC DIRECTION

Graphic development took place in several phases. These include collage, black and white explorations, and color.



GRAPHIC INSPIRATION

Gu Energy Labs' redefined identity focuses on optimizing athletic performance and unlocking potential from within. To embody this vision, I am exploring a visual strategy that is textural and tactile, ensuring instant recognizability and a refined simplicity that stands out from the more visually overwhelming designs of competitors.



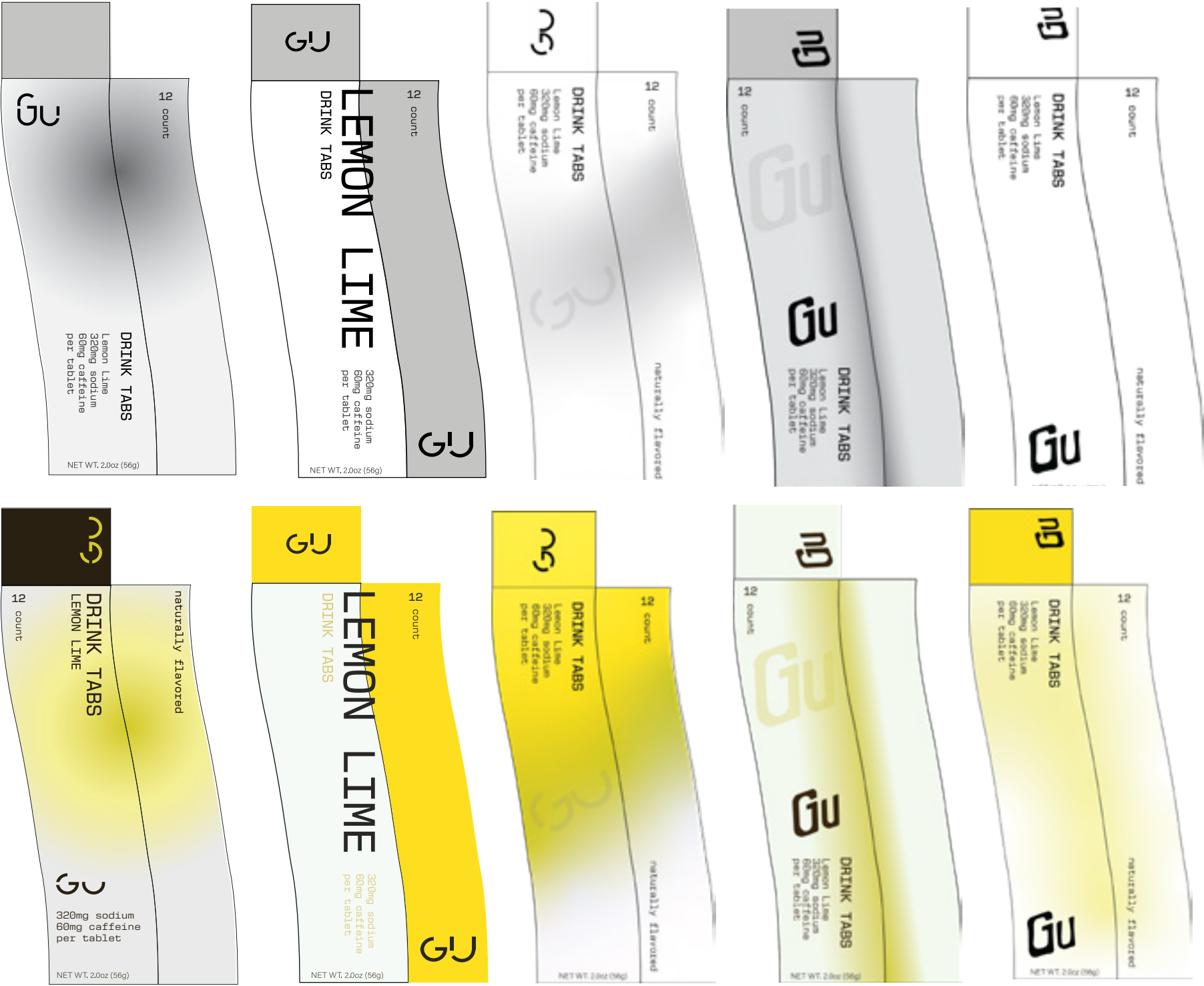


GRAPHIC DIRECTIONS

Based off of standouts from the collaged graphic explorations, I explored how these could manifest in the drink tabs packaging. I chose to explore in black, white, and grey to experiment with contrast and various logos.

In the second phase, I refined the most successful explorations of the first round. From there I applied color to further explore the relationship between the type on the PDP and colors of the packaging.

COLOR APPLICATION





COLORS

Lemon Lightning

Pantone: 122 C

Asphalt

Pantone: 419 C

Strawberry

Pantone: 515 C

Kiwi Mango

Pantone: 7746 C

Blueberry

Pantone: 7542 C

The use of a vibrant yellow invigorates the Gu identity, creating a friendly and eye-catching appeal. The primary colors are used sparingly to avoid overwhelming the main display panel, thereby drawing attention to essential nutritional information. This clarity is crucial for consumers. Additionally, color variations in the smaller, portable product line indicate different flavors.

PRIMARY

GRANTHA SANGAM MN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ0123456789

SECONDARY

Denim Wd Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqUrRrSsTtUuVvWwXxYyZz0123456789

LEGAL

Avenir Next Condensed, Regular

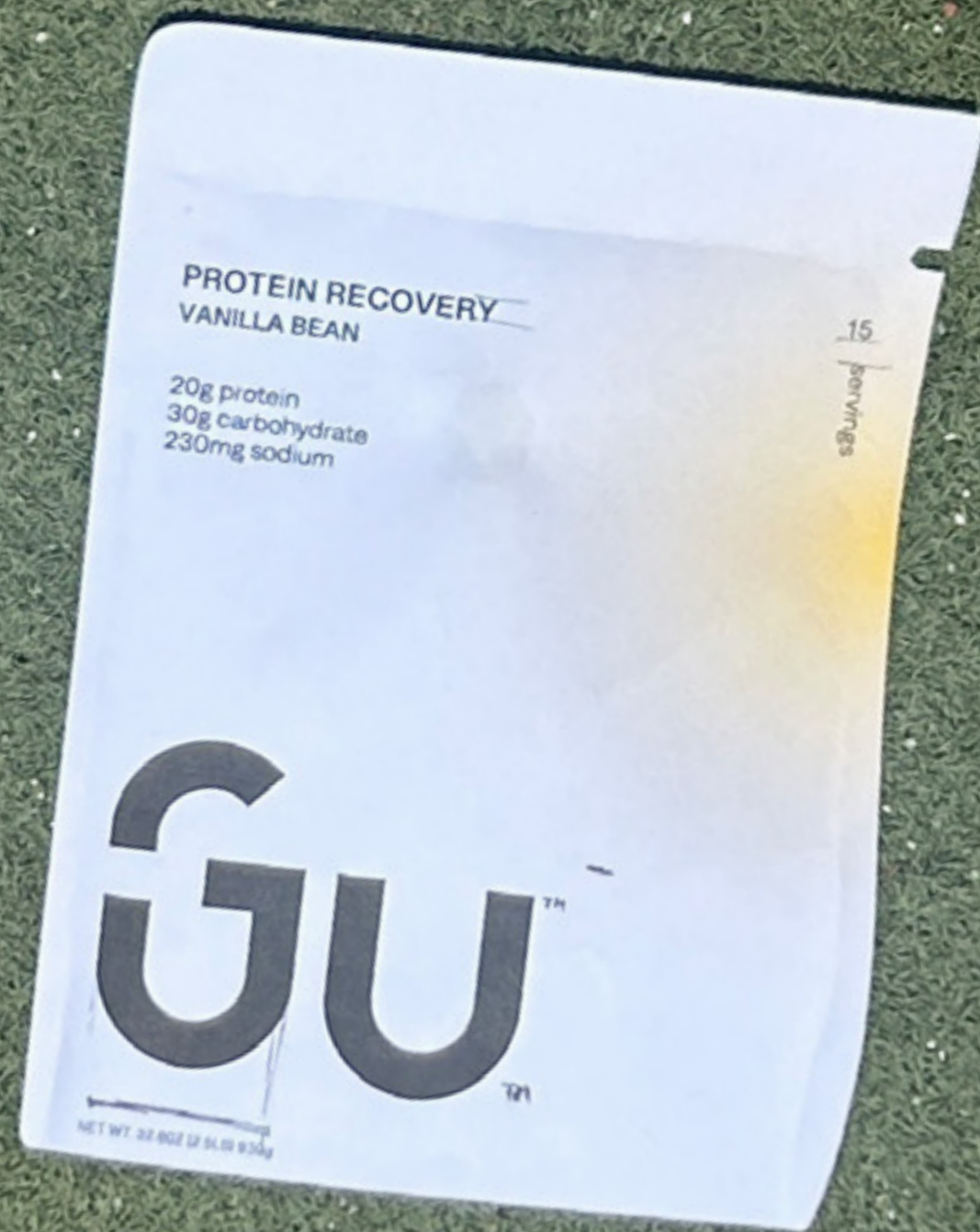
AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPp
QqUrRrSsTtUuVvWwXxYyZz0123456789

Avenir Next Condensed, Demi Bold

AaBbCcDdEeFfGgHhIiJjKkLl MmNnOoPp
QqUrRrSsTtUuVvWwXxYyZz0123456789

TYPOGRAPHY

PRODUCT APPLICATIONS





BLUEBERRY

DRINK TABS

320mg sodium
60mg caffeine
per tablet

NET WT. 2.0oz (56g)

18

Nutrition Facts: Servings: 18, Serv. Size: 1 tablet (4.7g), Amount per serving: **Calories 10, Total Fat 0g** (0% DV), **Sodium 320mg** (14% DV), **Total Carb. 3g** (1% DV), **Total Sugars 1g**, 1g **Added Sugars** (2% DV) **Protein 0g**, Potassium 55mg (0% DV)

INGREDIENTS: CITRIC ACID, DEXTROSE, SODIUM BICARBONATE, SODIUM CARBONATE, NATURAL FLAVOR, POTASSIUM BICARBONATE, STEVIA LEAF EXTRACT, SAFFLOWER OIL, CANE SUGAR, REDUPHAIN (AS COLOR)

+

GUENERGY.COM
10, 14, 18, 24, 30, 36, 42, 48, 54, 60, 66, 72, 78, 84, 90, 96, 102, 108, 114, 120, 126, 132, 138, 144, 150, 156, 162, 168, 174, 180, 186, 192, 198, 204, 210, 216, 222, 228, 234, 240, 246, 252, 258, 264, 270, 276, 282, 288, 294, 300, 306, 312, 318, 324, 330, 336, 342, 348, 354, 360, 366, 372, 378, 384, 390, 396, 402, 408, 414, 420, 426, 432, 438, 444, 450, 456, 462, 468, 474, 480, 486, 492, 498, 504, 510, 516, 522, 528, 534, 540, 546, 552, 558, 564, 570, 576, 582, 588, 594, 600, 606, 612, 618, 624, 630, 636, 642, 648, 654, 660, 666, 672, 678, 684, 690, 696, 702, 708, 714, 720, 726, 732, 738, 744, 750, 756, 762, 768, 774, 780, 786, 792, 798, 804, 810, 816, 822, 828, 834, 840, 846, 852, 858, 864, 870, 876, 882, 888, 894, 900, 906, 912, 918, 924, 930, 936, 942, 948, 954, 960, 966, 972, 978, 984, 990, 996, 1000

GUENERGY.COM

CHOICE
Trusted by sport

TESTED AT
NASC'S QAP FACILITY

KIWI MANGO

DRINK TABS

320mg sodium
60mg caffeine
per tablet

NET WT. 2.0oz (56g)

18

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INGREDIENTS: CITRIC ACID, DEXTROSE, SODIUM BICARBONATE, SODIUM CARBONATE, NATURAL FLAVOR, POTASSIUM BICARBONATE, STEVIA LEAF EXTRACT, SAFFLOWER OIL, CANE SUGAR, REDUPHAIN (AS COLOR)

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TESTED AT
NASC'S QAP FACILITY

LEMON LIME

DRINK TABS

320mg sodium
60mg caffeine
per tablet

NET WT. 2.0oz (56g)

18

Nutrition Facts: Servings: 18, Serv. Size: 1 tablet (4.7g), Amount per serving: **Calories 10, Total Fat 0g** (0% DV), **Sodium 320mg** (14% DV), **Total Carb. 3g** (1% DV), **Total Sugars 1g**, 1g **Added Sugars** (2% DV) **Protein 0g**, Potassium 55mg (0% DV)

INGREDIENTS: CITRIC ACID, DEXTROSE, SODIUM BICARBONATE, SODIUM CARBONATE, NATURAL FLAVOR, POTASSIUM BICARBONATE, STEVIA LEAF EXTRACT, SAFFLOWER OIL, CANE SUGAR, REDUPHAIN (AS COLOR)

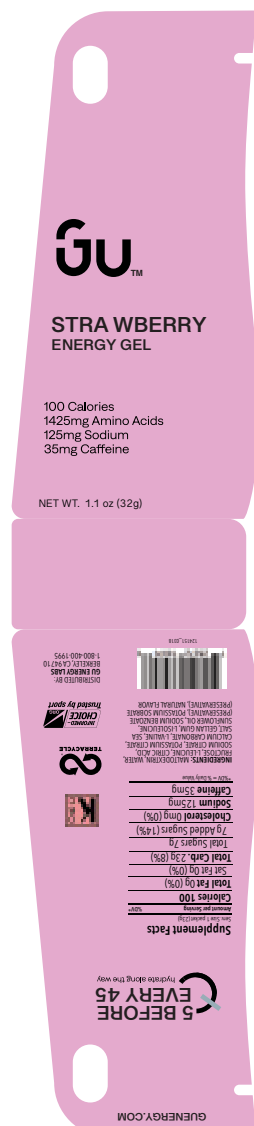
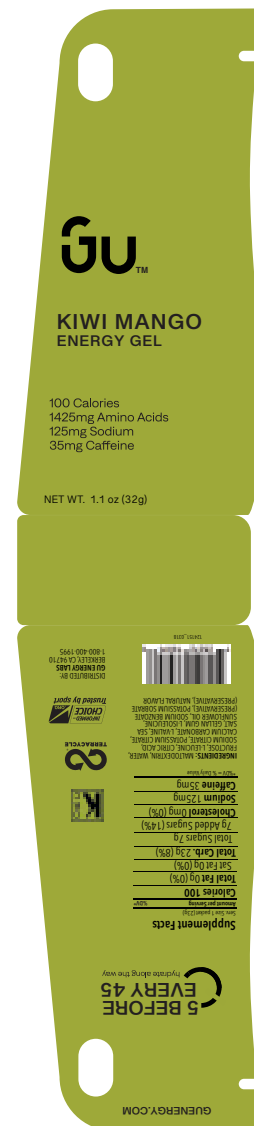
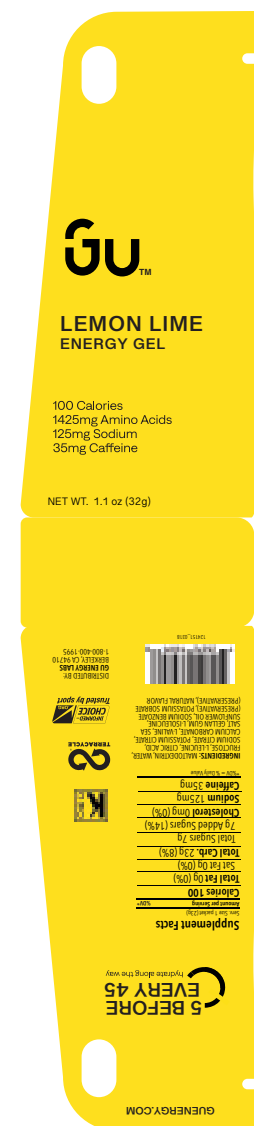
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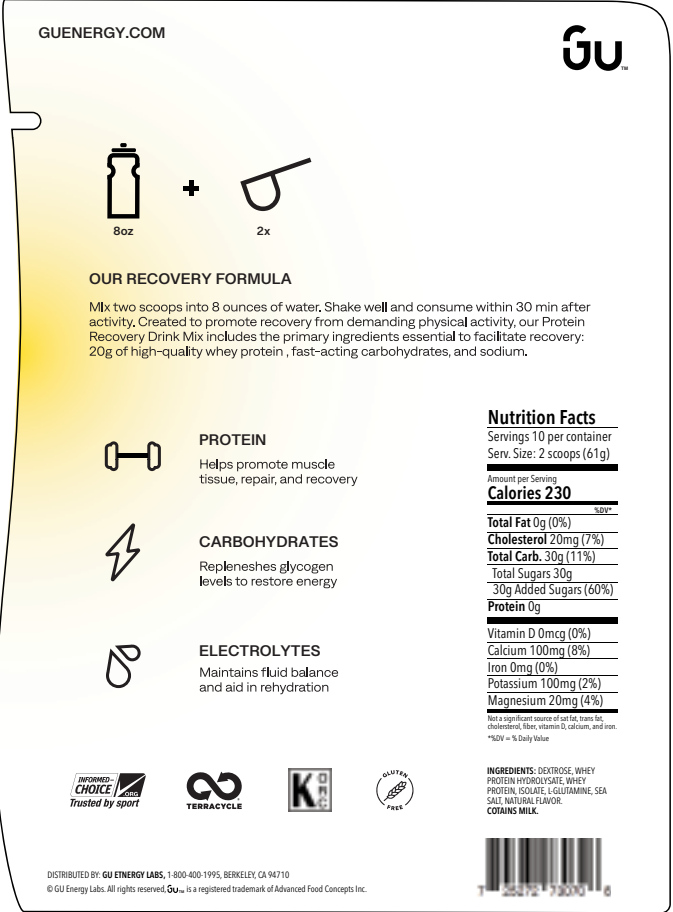
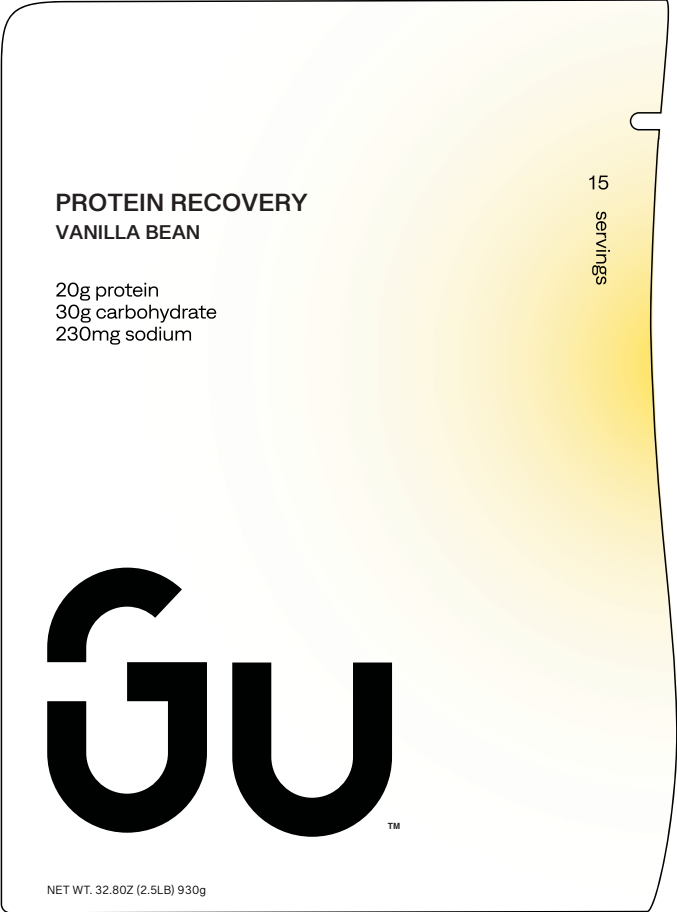
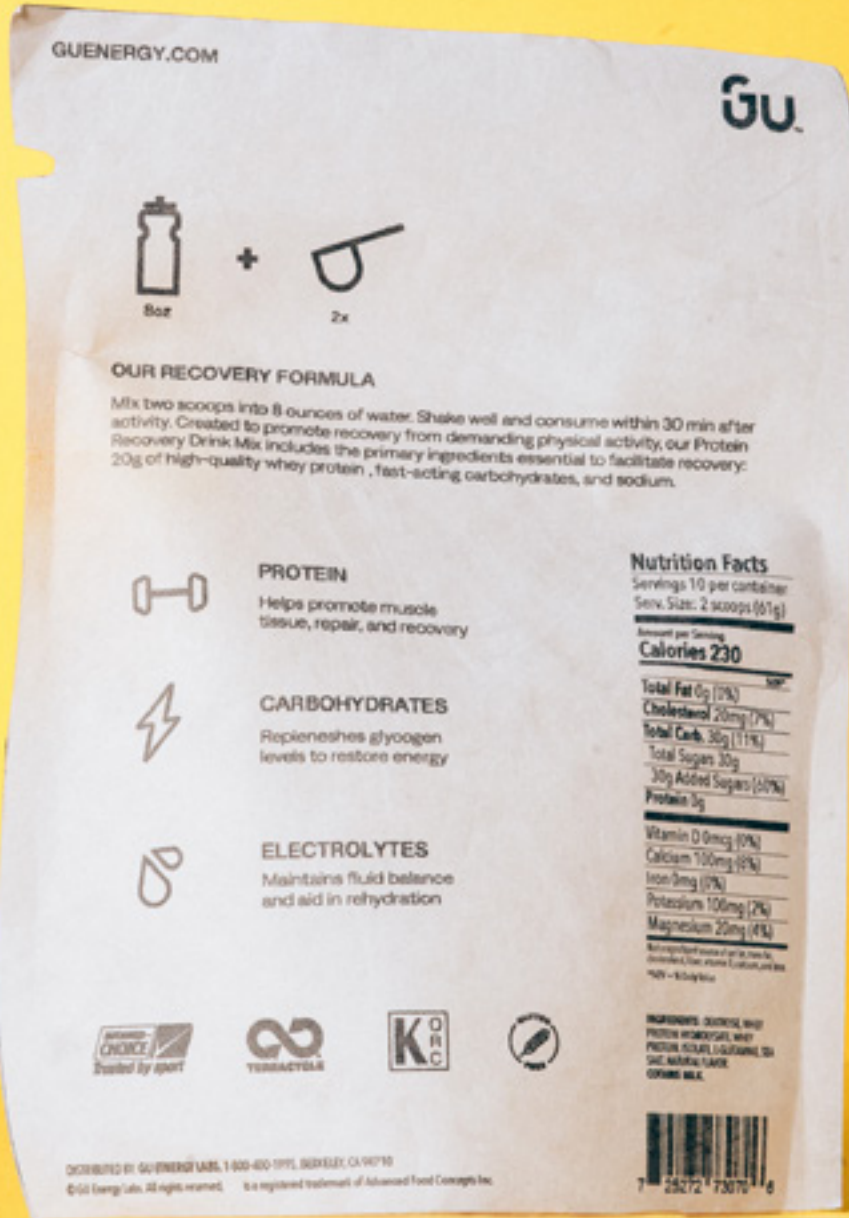
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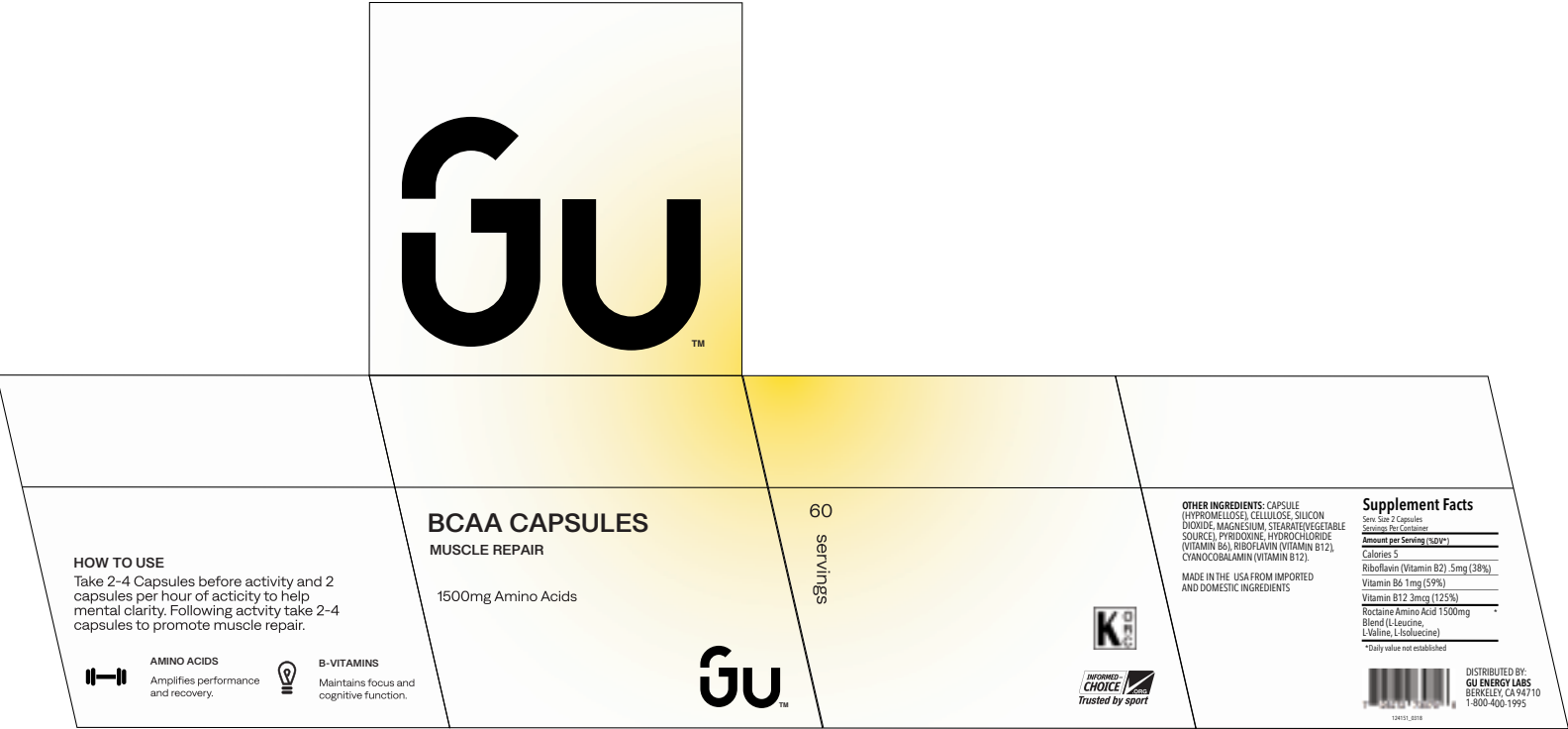
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SEMI-FINAL





FEEDBACK

151

PROS

Strong before and after impact

Audience was very reactive during pitch

Engaging packaging form

Attractive color choices

Working Prototypes

Product set-up

CONS

Confusing heirarchy of drink tabs PDP

Need to refocus when presentation elicits audience reaction

Needs photography of objects in action

Refine presentation typography and poster

Refine added product accessories

APPRECIATION

Thank you to my professor
Ania Borysiewicz, for her expert
guidence and support.

Product photography by Logan Monroe

