

Jugular Energy Gel Devises Flexible Campaign Around Package Design

Fresh with its new “great tasting energy gel” technology and branding, Gamma Pharmaceuticals’ Jugular Energy Gel needed more than a package or label to compete with the likes of power-brand energy drinks. Gamma needed to design and implement a program so comprehensive and flexible that retailers simply could not say “no.” The program was to run the gamut from naming the product’s variety of sizes and flavors to packaging and display concepting and design.

“Every time we’re next to leading brands, we do well,” explains Peter Cunningham, CEO of Gamma Pharmaceuticals Inc. “But in the case of energy drinks, the big three—Red Bull, Rockstar, and Monster—were a challenge. How we succeeded was through attractive, highly visible packaging and point-of-purchase displays.”

A whole new drink

This was, of course, after creating the new technology and the brand in the first place. Gamma started from the ground up in perfecting formulations, solving manufacturing issues, determining packaging sizes and price points, and test marketing. “That’s when we were referred to CL&D Digital,” Cunningham recalls. “We were looking for a digital printer to do short pressure-sensitive label runs and high quality work. We had done some of the graphic design work and needed a way to pull it all together and explain to the retailer what our commercial program was. They did so much more for us than run our labels.”

Fruit punch-flavored Jugular Energy Gel is available in 17-, 30-, and 80-gram pouch sizes, in individual



The highly-visible packaging and point-of-purchase displays for Jugular Energy Gel aim to ensure that retailers give the product premium position on their shelves.

servings or in multipack boxes. The printer created the pressure-sensitive labels in English and Spanish that go on the pouches, as well as the display boxes, counter displays, and 6-foot freestanding displays. The individual pouches were adhered to insert cards designed to prop up the pocket-sized product to stand vertically and be visible from a distance.

Hao Zhang, chief marketing officer, adds: “We gave the retailer not only the choice of how he’s going to buy Jugular Energy Gel, but how he’ll stock and display it, too. We also provided a consumer sampling program. It was all very turnkey.”

Metal to clear

The original label for Jugular Energy Gel was a metalized film, but the printer gave Gamma Pharmaceuticals a sample of it and the option of moving to a clear label, which better complemented the already highly reflective silver metallic pouch surface.

“Ultimately we were able to go to the clear one with white on our label because of their technical capabilities,” says Zhang. Yet another challenge was reconstructing the 17-gram label artwork to fit the larger pouch sizes.

Jugular Energy products are currently being rolled out across the country now and are available in supermarkets, convenience and health food stores, health clubs, and sporting venues. In addition to the gel, the product is available in gum drops and mint vanilla-flavored strips. The product’s point of differentiation, according to Cunningham, is convenience: “Our target market is consumers on-the-go like tri-athletes, for example. It’s easier to consume a gel or one of other presentations than a liquid while moving, plus they get the added benefit of not filling up their stomachs (which can occur with liquids). Other products that call themselves ‘gels’ are actually pastes that need water to wash it down.” ■