

# XYZ Energy Drink

**Objective** Determine the key trigger words to promote XYZ energy drinks

**Data Source** National online study

**Question** *“What would you say to recommend this drink?”*



## VERBATIMS

## ThoughtScan Frequency

energy

79

boost

68

taste

21

keep

26

awake

23

**ThoughtTalk**

*“it gives you a great energy boost and it tastes ok.”*

*“It keeps me awake with an energy boost.”*

*“It gives me a boost and keeps me awake.”*

**Results**

The energy drink was successfully launched with point-of-purchase signage promoting “energy boost.”

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