

by Mazikeen Maze Larson

Energy drinks remain a popular beverage among tired teenagers and adults alike, especially around the A. B. Miller campus. Whether its for the flavor or the energy boost, many campus-goers remain loyal to a specific brand.

Seniors are often returning customers—attempting to cope with busy schedules and future worries. Sometimes they have remained loyal to a particular energy drink brand since freshman year or before that, even. Thus, teens are often a targeted audience for brand marketing and advertising.

Many teens admit to being fully aware of possible side effects of the heavy caffeine consumption that energy drinks impose, but often shrug it off. A desensitization could be to blame, but a conscious choice is easily just as blameworthy. However, with companies sinking a large chunks of their advertising budgets into social media-based advertising, a sense of trust—between consumer and brand—could be built through artful advertising tactics and a positive brand image.

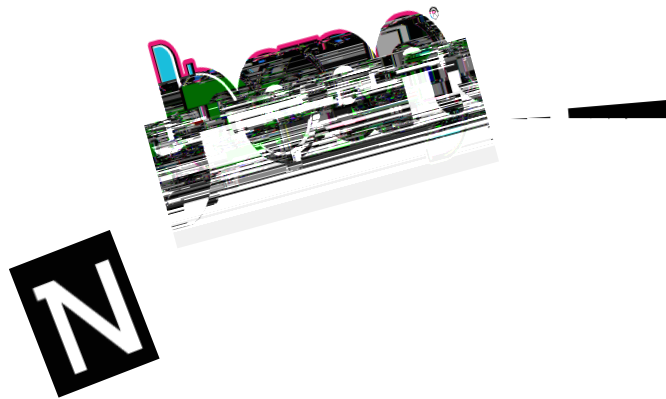
In fact, senior Khristhofer Garcia drinks religiously, regarding it as his morning coffee. He has a particular affinity for the -line of drinks because it has a better taste than some of the energy drinks I ve tasted, and gives me enough energy for me to get through the day.

Destiny Martinez

(12) prefers as well. Her reasoning comes down to cost and flavor, which she claims to be both cheaper and better tasting than the competitors. This casual energy drinker mentions that the favorable advertising also leads her to prefer it over other brands, and says, I usually drink a Monster every time I get a chance to go to a store or liquor market.

Edgar Herrera, a busy senior, finds himself drinking max about two times a week just for an energy boost or sometime during the week when I have a lack of sleep. He considers the wide variety of flavors to be one of the brand s biggest selling points.

The side effects are indeed very bad and in my



by Gabriel Gutierrez and Mazikeen Maze Larson

Energy drinks are abundant on A.B. Miller s campus. We all know someone who skips lunch in favor of a can of Monster or Rockstar; and we know it is not the healthiest habit—but just how damaging is it really?

A 2018 report found that more than 40% of American teenagers consume energy drinks on a regular basis. I am sure this is a number that is easy to rationalize for most teens: a can just before a midnight match, another in the morning for breakfast, and maybe one last can afterschool, just to recharge. It has become a normalized part of a teenager s diet. Although, the fact that it is teenagers drinking these brands, and the brands that teenagers choose, are not due to random chance.

When was the last time you saw a friend drinking a ? When was the last time you saw someone drinking a ? has become the top growing energy drink in America, thanks to their unique marketing practices, which focus on internet-based advertising. Social media platforms deliver spoonfuls of content into waiting mouths of users around the world, perhaps one of today s greatest advertising tools to reach a variety of audiences. It is, of course, no surprise that companies would seek to get the biggest bang for their buck even if the ways they go about doing that are questionable at best.