

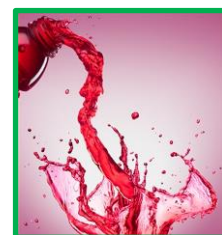
Resource 11a. Energy drinks

(a) Match the slogan to the well-known energy drinks.

Red Bull	Unleash the beast
Monster	No half measures
Boost	Gives you wings
Relentless	Party like a rockstar
Rockstar	Go full throttle or go home
Full throttle	Boost up yourself



- What marketing techniques are used to promote these drinks e.g. packaging, slogans, graphics, health claims?
- Design a recipe for your own healthy drink to provide natural energy by using healthy ingredients such as fruits, yogurt, milk, juices etc.
- Design a slogan for this new healthy drink.



Extended activity

If possible, prepare, compare and get your classmates to sample the drink. If you can, analyse the content of your healthy drink. Give feedback to the rest of the group.