

Marketing Plan: Ghost Energy Gum

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Executive Summary

Ghost, a leading fitness and lifestyle brand, has established a dominant presence in the competitive energy market today. Their beverages, merchandise, and workout supplements generated great interest, making it a perfect time for Ghost to find success in more niche categories. Our proposal for Ghost Energy Gum provides a nontraditional approach to caffeine consumption through distinctive flavors and portable usage. Caffeinated products continue to rise in popularity, particularly among younger generations. This addition would be a timely expansion for Ghost to maintain a leading position and connect to a wider consumer base.

This marketing plan examines consumer behaviors, trends, and competitors in this market. It includes our plans for pricing, segmentation, positioning, promotional strategies, and distribution. Understanding and applying vital marketing concepts is essential for building awareness and positioning this gum as a convenient option to traditional choices.

The success of our gum will be measured through sales, engagement on Ghost's online platforms, and market growth. Since the energy gum market is still developing, Ghost could easily take control to secure their position in this area for future success. Like their fan base, Ghost's products are versatile and impactful, and this gum is a competitive addition to their brand, not just a bland extension.

Company Background

Founded in 2016 by co-owners Dan Lourenco and Ryan Hughes, Ghost serves as the “world’s first lifestyle and sports nutrition brand”, emphasizing the mantra “be seen” and authenticity. (Ghost Lifestyle, n.d.) Ghost is known for fun products and unique collaborations with brands like Sour Patch Kids and Warheads, presenting a versatile and unique selection. In late 2024, Keurig Dr Pepper acquired 60% of Ghost. They will acquire the remaining by 2028. (Pepper, 2024) This transition period allows Ghost to expand their retail outreach, improve their presence in stores, and ensure consistent product availability across all platforms. While Ghost is still a young and evolving company, they have cemented their placement in the energy market, actively improving their brand to meet the companies’ goals.

Product Description

Ghost Energy Gum is a fast-activating form of portable energy, without the bulkiness and sugary additives of a canned beverage. The gum contains 12 pieces in a pack, each sugar free, delivering 40 mg of caffeine. The gum launches in Ghost’s original energy drink flavors like peach, grape, and orange, later expanding into the flavors of their iconic brand partnerships. Each would start at \$12 per pack then can later be sold in bundles like the offerings of our competitors. The usage of a bold logo and bright colors will pop off the shelves to catch buyers’ attention. The product’s easy accessibility and use allow users to control their caffeine intake while enjoying energizing effects to kickstart their day.

Importance of Marketing

Marketing is crucial for success, going well beyond simply selling and advertising. A strong understanding and application of marketing concepts helps us understand which customers to target, plan promotional efforts, and build awareness for our product. Marketing

helps to connect the product to the people who need it, communicate value, and satisfy customers' needs. By asking "who is our target market" and "how can we best serve them", we can ensure a successful marketing approach.

SWOT Analysis

Ghost's strengths lie in their diverse product portfolio, offering a wide range of flavors and items. Nostalgic partnerships with brands like Chips Ahoy and Cinnabon broaden Ghost's appeal to new and existing customers. These collaborations create a welcoming environment that differs from traditional hardcore fitness brands. Ghost's fun marketing style seen in their Ghost Rewards Program builds a sense of loyalty and trust amongst their consumers. Within this program, users can feel like they are part of a larger community; while gaining benefits with every Ghost purchase, they make. Ghost's major partnership with Keurig Dr. Pepper, navigable website, social media presence, and efficient supply chain enhances their products' accessibility and presence in the energy market. These qualities make Ghost's products appealing to new customers and encourage them to explore the brand further. Beyond their internal marketing strengths, an external factor that supports the launch of this gum is the increasing caffeine trends today. Brands like Monster, Alani, and Celsius dominate the energy market, and introducing this efficient yet unique alternative allows Ghost to act on these rising trends. The gum will be accessible in gyms, campuses, and stores where consumers regularly visit, making it an easy, clean option compared to energy drinks. There are some weaknesses Ghost must overcome to find success with this product, however. Ghost's lack of experience in gum production raises great concern of the gum's alignment with the company's identity. Although financially strong, earning 8.5 million in revenue, Ghost is much younger than major competitors. The gum requires investment, and large-scale production may be costly. Ghost's specialization in powders and

drinks, not gum, may require outsourcing and extensive research, which may take time. Existing competitors like NeuroGum and Run Gum who've already found success in this market present threats as well. These brands are solid competitors who lead this market, presenting a challenge for Ghost to overcome their dominant presence. Concerns about safe caffeine levels for the gum, changing regulations, and supply chain problems threaten the success of this product. These concerns result from Ghost's lack of experience and knowledge in this kind of production, which will require funds for extensive research. Overall, many positive opportunities arise from this plan, including the potential to dominant a new market. Most energy gum competitors are not as well-known and versatile as Ghost. Ghost's unique flavors, trustworthiness, and success rates open opportunities to connect with customers outside of the fitness realm. This addition could also support Ghost's desire to branch into the lifestyle categories. By identifying these factors early, we can prevent any mistakes in production, positioning, or marketing. Through analysis we can create a unified companywide strategy, ensuring a coordinated approach to developing the gum.

Marketing Research Approach

To develop our Ghost Energy Gum, we first defined our companies' objectives by identifying the demand for fast-activating, healthier energy alternatives. We evaluated how we can incorporate these qualities into Ghost's already successful product line, which led to our proposal for energy gum. Next, we developed a research plan. The global energy gum market is projected to grow from about \$125M to almost \$250M in 2034, showcasing a strong demand for portable and health-conscious alternatives. (Pandey, n.d.) Mint flavored gum holds the largest share, meaning Ghost can differentiate themselves due to their extensive flavor offerings. (Srivastava & Prasad, 2024) This market growth reflects increasing needs in an area where Ghost

can find success. Launching a product that appeals to not only fitness enthusiasts and gym-goers, but also students and busy workers gives Ghost a strategic advantage. A differentiated marketing strategy would be a suitable approach for Ghost to take, targeting groups like athletes, students, and working professionals with tailored messaging to highlight how the gum supports their individualized needs. We can continue to follow the trends within this market, using quantitative and qualitative research to present key insights as to how these demands are evolving over the years. We will apply our findings to further improve and differentiate our gum through caffeine content, flavors, and marketing channels.

Quantitative and Qualitative Research

Within our research, many tools can be used to require necessary data. Focus groups, surveys, and taste-tests are qualitative research approaches that will provide deeper insight into consumers' opinions, preferences, and marketability of this gum. Quantitative research through measuring surveys and market data allows us to identify which flavors and prices result in the highest number of sales. Together, these discoveries help us understand the level of demand and motivation behind customers' purchasing decisions to promote a product that aligns with their evolving needs.

Consumer Analysis

The primary organizational buyers of Ghost Energy Gum include retail partners like gyms, convenience stores, and supplement brands that carry Ghost products. Their consumers are generally active, busy, health-conscious buyers ranging from teens to adults, who are looking for a fast energy boost. Purchasing decisions are influenced by Ghost's unique flavors, transparent ingredients, product availability, and convenience. When focusing on organizational buyers, we shift our focus towards creating strong brand identification, appealing counter

display, and potential cross-selling compatibility with other Ghost products to increase impulse purchase appeal. Highlighting the growing demand for energy gum and Ghost's strong customer base will encourage retailers to carry this product. As for consumers, marketing efforts will emphasize these unique qualities: quick energy activation, portability, and healthy functional ingredients. Through social media posts, influencer endorsement, and pop-up shops, Ghost can engage with their customers to promote these qualities to spark interest for this product. Messaging will highlight Ghost's lifestyle and energy focus through identifiable packaging and increased connection between current and new customers. Understanding what motivates consumers helps to emphasize performance, transparency, and convenience, which are central to Ghost's success.

Competitor Analysis

Competitors for Ghost Energy Gum include NeuroGum and Run Gum, who are leaders in this market. These companies primarily sell large bundles with limited flavor options, typically priced around \$25 per pack. Run Gum contains approximately 100 mg of caffeine per serving, while NeuroGum offers 40 mg. Both competitors lack individualized packaging. For example, NeuroGum's smallest option is a six-pack bundle totaling 54 pieces. (Neuro, n.d.) Ghost instead would offer single packs of gum, allowing customers to sample the product. This way customers can test the product and try a variety of flavors before committing to an entire, costly bundle. Run Gum provides a higher caffeine dose, but its flavor dissolves quickly and can be too intense for consumers seeking a more gradual approach. NeuroGum offers a milder experience but may feel underwhelming with limited appeal. (Blackwell, 2025) Ghost Energy Gum similarly delivers a 40 mg caffeine dosage but offers transparent ingredients from a trustworthy brand. Competitors typically offer around six flavors, whereas Ghost's fun partnerships and

collaborations provide a flavorful, diverse portfolio. Ghost has a strong advantage due to their credible reputation and vast experience in diverse flavor production. Ghost's existing success and loyal consumer base can allow the gum to be effectively promoted across platforms.

Target Market and Segmentation Criteria

To choose the most suitable target market, we carefully outlined specific segmentation criteria. Substantially, athletes, students, and working professionals are among the highest caffeine users, making them strong segments for generating revenue. Their high energy demands and busy lifestyles present a consistent need for energy solutions like Ghost Energy Gum, positioning the product as practical choice for these groups. Their consistent energy needs almost guarantee success for this new product as well. Demographically, the product appeals to both genders, with males being slightly more dominant due to their strong presence in gym culture. Higher-income customers are also major targets, since pricing for this gum must remain competitive to match competitors' prices and the premium brand-reputation Ghost withholds. Individuals living in highly populated areas have direct access to gyms, college campuses, and retail locations that would carry the gum, making them ideal targets. From a measurable standpoint, Ghost can utilize existing buyer insights from their successful supplements and energy drinks to estimate demand and consumers' caffeine levels. Each segment uses energy products for a different purpose, whether it's focus, productivity, or performance enhancement, making each differentiable from one another. The target market is actionable since Ghost can form promotions, continue collaborations, and offer free samples or taste tests to generate excitement for this gum. Overall, we are primarily targeting active, motivated individuals who are searching for a boost of energy to fuel their busy schedules. Our segmentation criteria and target market identification allow us to strategically meet the demand of consumers through a

fun, healthy, and portable product that can be a successful addition to an already competitive brand.

Product Strategy

For Ghost Energy Gum, we are focusing on offering a fast, convenient, and accessible energy product that aligns with the values of the brand. The iconic logo, bold colors, recognizable flavors, and transparent ingredient labeling used in this gum will maintain trust among customers and create anticipation for a new addition. The product strategy emphasizes the continuation of collaborations, performance enhancements, and appeal towards our target market.

Product Life Cycle

Ghost Energy Gum will most likely move through the product life cycle quickly. Due to the high demand for energy products, there will be a fast introduction and growth phase. Factors that may influence the products movement could include the increasing caffeine trends in our society today, Ghost's positive reputation, success of competitors, and consumer interest. Energy drinks, coffee, and tea have become daily uses for many, making it urgent for Ghost to meet these rising demands. The product life cycle influences our marketing by dictating how the gum is promoted at each stage. In the introduction phase, marketing will focus primarily on building awareness and encouraging users to try the product through partnerships, social media, and influencer promotions. We are looking to promote the product in every way possible to grab customer's interest. In the growth stage, strategies will shift to building loyalty with previous buyers and expanding attraction to new customers. Here, we will work to ensure an increase in repeated purchasing among consumers to maintain their interest in our gum. As the product gains popularity, marketing will highlight new offerings and unique benefits of the gum through

seasonal deals, limited time promotions, or special flavors. Here we can further enhance our partnerships with nostalgic brands by presenting fun and enhanced flavors and packaging. The decline stage occurs when the demand for a product begins to drop, with a steady decrease in sales. This may occur due to a shift in consumer preferences, rising success of competitors, or lack of interest in the market. Products within this stage tend to reduce costs or market share. Our efforts in this part of the cycle will consist of promotions and product updates to maintain steady sales and further the products relevance for as long as possible. To extend the products life, Ghost can introduce new collaboration efforts with more nostalgic brands like Sour Patch Kids, introduce nootropic supplements in our gum for sleep induction or calming effects to target different functions, or limited-edition packs to keep customers engaged.

Positioning and Differentiation

Ghost Energy Gum is positioned as a healthy, convenient, and portable alternative for busy customers who dislike traditional energy products. The differentiation strategy focuses on the gums' unique ability to provide fast-activating energy delivery through tasty flavors from a trusted brand. This gum is ideal for individuals who live busy, on-the-go lifestyles searching for a quick boost to their day without having to consume an entire sugary beverage. Unlike other energy options, this gum offers discreetness so users can obtain a quick energy boost before a game, during a workout or meeting, or on a long drive. The gum is an efficient option where a beverage may not be suitable or accessible. The gum has a lifestyle-oriented image that appeals to all consumers, not just fitness enthusiasts. This broad image allows Ghost to expand their position in the lifestyle market, one of the major goals of the creators of Ghost. Its versatility, uniqueness, and wide audience range allow the gum to stand out amongst rivaling competitors.

Marketing Mix

The marketing mix for Ghost Energy Gum focuses on offering a successful alternative to meet energy product demands, competitive yet appealing pricing, wide online and in-store distribution, and promotional strategies that highlight its unique qualities.

Product

Ghost Energy Gum is a fast-acting energy supplement that's designed for discreet and convenient use, enhancing the lives of busy individuals. This gum is a sugar-free caffeine option, without the unhealthy and messy qualities of an energy drink. The gum comes in the iconic bold flavors of Ghost's energy drinks that consumers know and love, later expanding into the flavors of Ghost's nostalgic brand collaborations. There are 12 pieces of gum in each pack, each delivering 40 mg of caffeine. This gum emphasizes a fun, unique, active approach that aligns with Ghost's bold and inclusive brand identity.

Price

The appropriate pricing strategy for this gum is value-based pricing, which marks the price of the product at the perceived benefits it provides. Due to its fast-acting, convenient, and sugar-free qualities, the gum can be strategically priced slightly higher than traditional gums. This is due to the unique qualities it inhibits, unlike ordinary gum found in convenience stores. Average gum costs about \$4, whereas competitors like Neuro Gum's bundles cost about \$25. (Neuro, n.d.) Ghost's will be priced at \$12 to compete against other brands in this market, while still maintaining their premium reputation for consumers who value performance. Ghost can use discounts, bundles, or seasonal promotions throughout the year to alter prices to attract new customers and strategically encourage repeated purchasing without diminishing the gums' value.

Place

Ghost Energy Gum will be available both in person and online stores. This includes Ghost's website, e-commerce platforms like Amazon, and convenience stores. Some promotional strategies to utilize consist of influencer endorsements, athlete sponsorships, or limited-edition and seasonal flavors. Ghost can present pop-up shops in gyms, college campuses, or fitness centers to connect with customers directly. These tactics help build awareness for this product and encourage new consumers to learn more about the brand and the gum through trials.

Promotion

Promotions for the Ghost Energy Gum can be performed in many ways from online tools to in person events. The promotion schedule begins with a hard launch. The gum will be featured on Ghost's social media with teasers, use influencer reactions, promote free samplings, etc. In the second month, we will focus on building awareness for the gum through in-store displays, sponsored events or games, or promotional deals. Efforts to encourage buyers to try the gum could consist of including a free sample with every online purchase, spiking interest while obtaining direct feedback of the product. Month three focuses on producing flavors of Ghost's unique collaborations. Ghost will team up with brands such as Sour Patch Kids or Warheads to produce gum in these flavors, then promoting it through social media trends or bundle deals with other Ghost products. Lastly, by the final month we will focus on promoting Ghost's rewards programs and continue sampling efforts. This timeline of promotion can encourage repeated purchasing to make energy gum an appealing, everyday commodity for consumers.

The advertising plan for Ghost Energy Gum will focus on building awareness for the product while reinforcing Ghost's position in the lifestyle market. The advertising campaign will start with a launch on platforms like Instagram, TikTok, and X, where Ghost already has high

engagement. Sponsorships, partnerships with influencers, and short videos to highlight the gum's qualities will help demonstrate real-life usage of this product. This plan will consist of persuading buyers, budgeting, reinforcing Ghost's positive message, and evaluating the results to ensure objectives are met.

Public relations play a crucial role in the promotion mix by building brand awareness and engaging vital audiences including investors, media outlets, and customers. Promotional opportunities for Ghost Energy Gum can be done through event sponsorships, influencer partnerships with fitness experts or lifestyle vloggers, pop-up booths and tasting stations at universities, and social media giveaways that encourage users to share content featuring the gum. Strategies like these help the company build and maintain their desired image, build relationships with customers, and sway public perception of this product without relying solely on advertising.

Ghost Energy Gum's social engagement strategy looks at creating entertaining and interactive content. This helps increase brand awareness while connecting directly with consumers in ways that reflect the brand's authenticity. Ghost's fun and dynamic brand identity can be shown through contests, social media campaigns, interactive challenges, or fan-driven content. By encouraging participation, customers can help promote the gum to boost interest in the product and create a welcoming online community. These posts allow viewers to see the gums use from a perspective other than the advertising teams messages.

Budget

Ghost Energy Gum's budget for the launch sits at approximately \$30,000 when considering industry norms. On average, one piece of regular chewing gum costs \$0.04 to produce. (Spiliakos, 2018) Raw ingredients for this gum include the gums base, flavors, and caffeine, which totals around \$12,000 to \$15,000. Packaging for this gum typically adds about

\$0.20 to \$0.30 cents, adding \$8,000-\$10,000 to the costs. Manufacturing and production could add up to \$10,000. Finally marketing costs, paid partnerships, event sponsorships, contests, and public relations would round the total production costs to about \$30,000. For a niche product like energy gum, a small production around tends to cost between \$0.50-\$1.00. For a smaller business launching a new product, it's common to spend around \$10,000 to \$50,000 a year on marketing, depending on the companies' goals. (Moorman, 2025) This spending represents a small portion of Ghost's marketing budget, especially considering Keurig Dr Pepper plans to invest up to \$250 million to integrate Ghost into its network. (Arthur, 2024) The companies' sales have grown immensely over recent years, and the brand is one of the fastest growing in their category. The projected costs for this gum are manageable and align appropriately with Ghost's existing budget.

Evaluation and Control

Channel management decisions will have a large impact on the success of our gum. This gum will be distributed in a hybrid strategy, consisting of online sales directly to consumers, in university shops, convenience stores, fitness centers, and retail partners who carry Ghost's products. Each channel carries its own placement, shipping, and middlemen costs. For example, middlemen like Amazon and Target each require different fees, margins, and stocking to carry the product. Online sales require shipping and packaging; retail stores may charge placement fees or lower wholesale prices, and fitness centers might take a small commission to carry out the product. By choosing channels that align with Ghost's current distribution network, we're able to minimize additional costs, improve efficiency of delivery, and increase promotion of this gum for our consumers.

Quantifiable elements are essential for evaluating and controlling the effectiveness of our marketing plan. Key indicators of success for our product include sales revenue, units sold, and repeat-purchase rates, which showcase overall consumer demand. Metrics including website traffic and social media engagement will measure the impact of our online promotions. In addition, tracking influencer performance, sampling-to-purchase conversions, and the return on investment for all promotional activities allows us to see what strategies are performing well and how to adjust our plans. These indicators help us to monitor the gums' progress, identify what needs to be fixed, and make impactful adjustments throughout our campaign.

Sales Promotion Schedule

To launch Ghost Energy Gum successfully, the sales promotion schedule focuses on trial, awareness, and long-term retention. In the first month, Ghost can use teaser posts, sample giveaways, and discount codes to generate curiosity. The second month will push cross-promotions with Ghost Energy Drinks and gym apparel bundles that could include a free pack of gum with purchase. In the third month, student and athlete discounts will target heavy caffeine users who are likely to become repeat buyers. The final month will highlight loyalty rewards and limited-edition flavors, encouraging customers to continue purchasing after the product launches. These promotions build excitement while positioning the gum as an everyday essential for active consumers.

Advertising Plan

The advertising plan for Ghost Energy Gum focuses on high-engagement platforms such as Instagram, TikTok, X, and YouTube where Ghost already maintains strong interactions with its audience. Short-form videos showing real-life use of the gum during studying, workouts, driving, and travel will highlight its lifestyle benefits. Sponsorships with fitness influencers,

college ambassadors, and athletes will help build credibility. Paid advertisements, call-to-action captions, and sampling codes allow Ghost to measure conversions and track performance. The ads will focus on convenience, flavor, and fast energy activation. This approach supports rapid product growth while fitting Ghost's energetic and authentic brand personality.

Public Relations Opportunities

Public relations efforts will be important for shaping public perception and reinforcing Ghost's lifestyle-focused message. Ghost can sponsor campus events, marathons, local sports tournaments, or host pop-up booths at universities and gyms to encourage sampling. Collaborations with recognizable brands like Sour Patch Kids, Cinnabon, and Jolly Rancher can generate excitement and spark conversation online. Fitness podcasts, YouTube interviews, and social media takeovers would help promote the story behind the product and the motivation for expanding into energy gum. These PR strategies help build trust, strengthen Ghost's community presence, and create a strong brand narrative that goes beyond ordinary advertising.

Social Engagement Strategy

The social engagement strategy centers around entertainment, interaction, and community-building. Ghost can utilize polls, flavor votes, contests, challenges, and fan-generated content to increase participation. Campaign ideas include "Gym Bag Essentials," or voting on Ghost's next flavor collaboration to spark excitement and encourage sharing. This strategy helps Ghost connect with consumers outside of the strict fitness category, positioning the gum as an everyday lifestyle product that supports energy, focus, and convenience. By keeping engagement fun and interactive, Ghost can maintain strong brand loyalty and create an online community that promotes the product organically.

Channel Management and Distribution

Ghost Energy Gum will use a hybrid distribution strategy consisting of online and in-person channels. The gum will be available on Ghost's website, Amazon, gym shops, college campus stores, convenience stores, and larger retail partners. Each channel involves different placement, shipping, and commission costs, but using Ghost's existing distribution network helps simplify logistics and reduce waste. Placing the gum near checkout counters alongside protein snacks, energy drinks, and Ghost merchandise increases impulse purchases and ties the gum to Ghost's lifestyle image. With strong channel management, Ghost can reach their target segments efficiently while controlling costs and promoting the gum in relevant high-traffic locations.

Conclusion

The launch of Ghost Energy Gum presents a strong opportunity for Ghost to expand their presence in the lifestyle market, while continuing their successful position within the energy market. By targeting active, health-conscious consumers who value an easy and efficient form of energy, Ghost can align the product closely with their loyal customer base. Our strategies regarding development, promotion, audience engagement, and distribution help to build awareness for our product while encouraging trial and demand. Our realistic budget, methods of evaluation, and awareness of vital opportunities give a solid foundation for producing a successful product. This gum grants Ghost the potential to find success in more niche markets, reach new audiences, and continue to grow their brand to be a dominant company in the energy category. This gum embodies Ghost's "Be Seen" mantra by empowering every consumer regardless of their background to feel energized, helping the brand further build an inclusive community.

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AI Usage

We used ChatGPT for formatting and editing support. We made a detailed outline that consisted of our ideas for each step of the marketing plan, then asked ChatGPT to check for grammar and flow errors without changing ideas. We also asked it to format the reference list and citations in APA 7th edition style, make some sentences more concise, ensure consistent spacing and headings, adjust the tone to sound professional but still student-like, and do a final proofread for typos or small formatting errors. We also used it to help us build an understandable budget that aligns with the market norms, while using our personal research regarding gum production and material costs.

1. Please check my paper for grammar, punctuation, and transitions. Do not change my ideas, just make it sound smoother and more professional.
2. Go through my marketing paper and make any sentences that sound repetitive or wordy more concise, but do not change my tone or main points.
3. Make sure all my section headings, spacing, and indentations are consistent with APA formatting rules. Leave my content the same.
4. Do a quick final proofread for typos or formatting errors. I already wrote everything; I just want it polished.