
FORME

PRESENTED BY:

RACHEL EPSTEIN

MKT 385

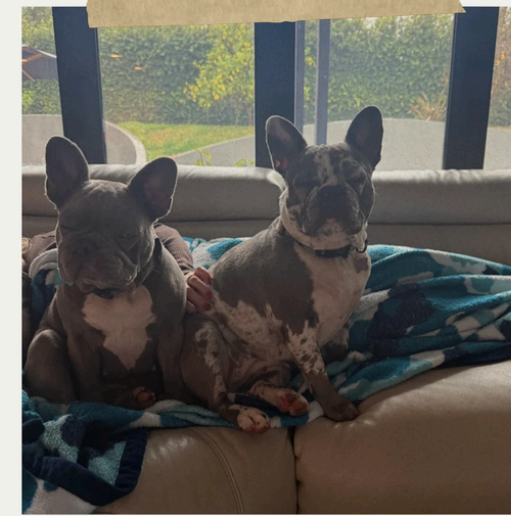
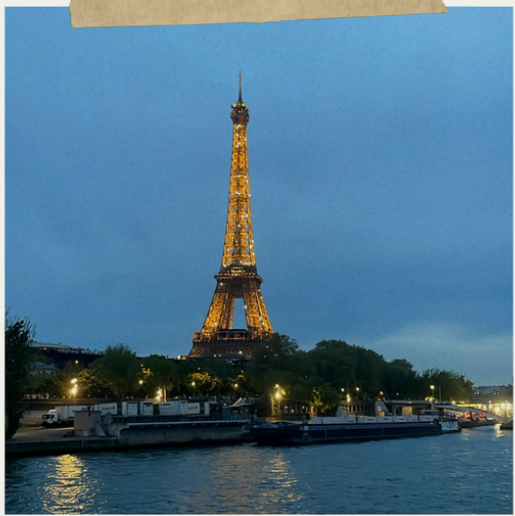


ABOUT ME

Outside of school, I spend much of my time doing Pilates and staying active, which has shaped how I think about wellness, discipline, and performance.

Cooking and baking are creative outlets for me, and I'm always eager to explore new restaurants and cuisines. I also make my own matcha and coffee at home; it's a daily ritual I genuinely look forward to.

Living near the beach, I prioritize time outdoors, travel often, and gravitate toward brands that feel intentional and thoughtfully designed. Above all, I value meaningful time with family and friends.



FORME

Matcha & L-Theanine



MATCHA is a finely ground powder made from shade-grown green tea leaves, providing natural caffeine for steady energy and focused alertness.

L-THEANINE is an amino acid naturally found in tea leaves that promotes calm, focused alertness by increasing alpha brain wave activity and moderating the stimulating effects of caffeine.



PERSONAL CONNECTION

Matcha is my go-to morning drink before Pilates because it provides steady energy without the anxiety or crash I experience with other caffeinated beverages. Its natural combination of caffeine and *L-theanine* supports calm, focused alertness rather than overstimulation.

I value clean ingredients, intentional routines, and products that genuinely enhance how I feel throughout the day. **FORME** is the drink I want before class—offering matcha’s light caffeine boost and added L-theanine for sustained focus for performance support without jitters.

With few beverages currently designed for controlled, low-impact training, **FORME** fills a clear gap for individuals seeking a health-centered option before work or a workout.



MARKET GAP



Traditional Pre-Workouts

- **What exists:** 200mg+ caffeine, synthetic high-intensity formulas, built for aggressive gym culture
- **What's missing:** Controlled stimulation suited for low-impact, precision training

Wellness Matcha

- **What exists:** Lifestyle positioning, calm, low-dose energy
- **What's missing:** Performance-engineered formulation for structured workouts

Boutique Fitness Growth

- **What exists:** Rapid rise of Pilates and low-impact studios, female-forward training culture
- **What's missing:** A ready-to-drink beverage designed specifically for precision performance



THE OPPORTUNITY

Today's consumers are looking for **clean, sustained energy without the crash or overstimulation** associated with traditional performance drinks. Boutique fitness participants—particularly those in Pilates and low-impact training—remain underserved, **seeking a product that supports focus and performance without excess intensity**. Convenience also matters; **a ready-to-drink format** fits seamlessly into studio-based routines.

THE SOLUTION: FORME

Forme is *the* low-stimulation performance beverage. Built on matcha's controlled energy profile and designed specifically for precision training, it delivers functional support without the jitters, crash, or aggressive positioning of conventional pre-workouts.



BRAND PROPOSITION

FOR BOUTIQUE FITNESS CONSUMERS SEEKING CONTROLLED PERFORMANCE,
FORME IS A FOCUSED ENERGY FORMULA DELIVERING ELEVATED ENERGY WITHOUT
OVERSTIMULATION.



PRODUCT CONCEPT

Product Format

12 oz ready-to-drink can

Retail: \$3.50–\$5.50

Formulation

Matcha: 60–80mg Natural Caffeine

Steady, Controlled Energy – Without Spikes

L-Theanine: Enhanced Focus, Reduced Jitters

Improves Blood Flow to Sustain Strength + Stamina

Engineered for Precision Training & Controlled Strength

Performance benefit

Sustained cognitive focus

Controlled, repeatable strength output

Stable energy without spikes or crashes



Notice the change

Every ingredient is tied to a specific, measurable effect on your body.



The Competitive Landscape

Functional Energy Drinks

- High stimulant load
- Marketed as everyday “performance” fuel
- Mass-market lifestyle branding
- Broad claims, limited training specificity

Undefined Category

- Moderate, controlled stimulation
- Designed for precision and repeatable performance
- Boutique fitness-aligned positioning
- Engineered to avoid crashes and overstimulation

Traditional Pre-workout

- 200mg+ caffeine, often stacked with stimulants
- Designed for maximal gym intensity
- Aggressive, hyper-masculine branding
- Prone to crashes, jitters, and overstimulation

Wellness Matcha

- Low, slow-release caffeine
- Positioned for lifestyle, not output
- Aesthetic wellness branding
- Insufficient for high-performance training



Celsius

- ~\$3.85 per can
- Extremely high caffeine content
- Synthetic, ultra-processed ingredient profile
- Overemphasis on metabolism and intensity
- Mass-produced, commodified branding
- Aggressively flavored, artificial taste



Alani Nu

- ~\$3.28 per can
- High stimulant load
- Supplement-heavy, synthetic formulation
- Aesthetic-driven “fitness” positioning
- Trend-based, influencer marketing model
- Overly sweet, artificially colored flavors



Pop & Bottle

- ~\$3.50 per can
- Low caffeine, limited energy impact
- Niche, wellness-marketed ingredients
- Not designed for performance or endurance
- Premium-priced, lifestyle branding
- Latte-style format limits portability and function



Market Trends Supporting FORME

1 **Functional Beverage Expansion**

The global energy drinks market was valued at ~\$86B in 2022 and is projected to surpass \$150B by 2030 (Statista).

2 **Shift Toward Health Conscious Formulation**

60%+ of U.S. consumers say natural ingredients influence beverage purchases (NielsenIQ).

3 **Fitness Industry**

Boutique fitness studios continue expanding in urban markets post-pandemic (IBISWorld).



Brand Archetype

*Prioritizes controlled stimulation
over brute intensity*

*Delivers sustained focus
without crashes or jitters*

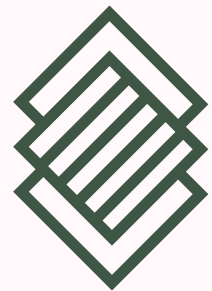
*Built for disciplined,
intentional individuals*

*Centers performance clarity
over hype*

*Optimized for low-impact,
precision-based living*



Target Customer



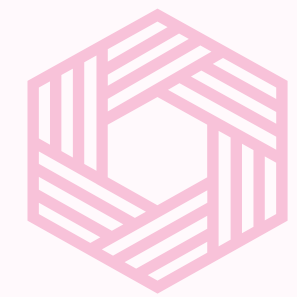
Core Segment
Women 18-35
Urban/Suburban
Boutique fitness
participants (Pilates,
reformer, barre,
sculpt)



Psychographics
Wants controlled
strength, not bulk
Seeks focus without
anxiety
Prefers aesthetic,
minimal brands
Part of a fitness club



Behavioral Traits Works out
3 to 5 times per week,
prioritizes wellness and
performance, avoids high
stimulant pre workouts,
values clean ingredients,
and chooses RTD beverages
for convenience.



Purchase Context
Before morning
Pilates
Midday reset
between classes/work
Studio adjacent
purchase



Rollout Strategy



Phase 1: Boutique Studio Launch

- Launch in 10–15 Pilates studios
- Instructor ambassador partnerships
- One-week member sampling activation

Phase 2: Premium Retail Expansion

- Targeted placement in Erewhon, Whole Foods, and urban specialty grocers
- Distribution in cafés near boutique studios

Phase 3: Direct to Consumer

- Monthly subscription model
- Limited seasonal flavor drops



FORME X GLOW PILATES

Partnership Concept

- Glow Pilates becomes the official launch studio partner
- FORME offered pre-class as the recommended energy ritual
- Limited-edition Glow x FORME

In-Studio Activation

- Branded mini fridge positioned near check-in
 - Complimentary sampling during peak morning classes
- Instructor integration before class (“Grab your FORME before we begin”)
- QR code linking to subscription + retail locations

Strategic Impact

- Embeds FORME directly into boutique fitness culture
- Generates organic social media content
- Positions FORME as the go-to pre-Pilates beverage



FORME x Erewhon

Exclusive Limited Drop

- Custom flavor developed exclusively for Erewhon
- Co-branded, limited-edition packaging
- 30-day release window
- Complimentary for Erewhon members during the first two weeks

In Store Activation

- Branded refrigerator wrap during launch month
- Featured placement within the premium functional beverage set
- Sampling event at the flagship location



Retail Authority & Cultural Reach

FORME x Erewhon

Strategic Impact

- Establishes premium retail credibility
- Generates trial and social momentum
- Positions **FORME** within the luxury wellness retail space

Social & Influencer Amplification

- Wellness creators host a “Pre-Pilates Ritual” content series
- Coordinated Erewhon tagging to drive user-generated content
- Launch-week creator tasting event



Retail & Studio Execution

Off-Premise (Retail Execution)

- Placement in refrigerated sets alongside ready-to-drink matcha and premium functional beverages
- QR code activation directs to ingredient education and usage guidance
- Seasonal limited drops to drive repeat purchase and discovery

On-Premise (Studio Integration)

- Branded mini fridge positioned near check-in
- Instructor-led pre-class recommendation
- Subscription sign-up integrated with class packages
- Complimentary beverages during launch week to drive trial





INSTAGRAM & TIKTOK STUDIO CONTENT



PR STRATEGY

PARTNERSHIP WITH FEMALE FITNESS FOUNDERS



FORME FOCUS POP-UP CLASSES

MEDIA

- Instagram and TikTok studio-based content
- Geo-targeted ads near partner studios
- Micro-influencer collaborations

PR

- Founder feature in leading wellness publication
- Limited-edition “Studio Founders Pack” launch
- Partnerships with female fitness founders to drive credibility and reach

INTEGRATED MARKETING

- Align retail, studio, and digital touchpoints
- Convert in-studio trial into retail and subscription sales
- Reinforce premium positioning across all channels





CREATIVE DIRECTION

- Minimal, elevated aesthetic inspired by boutique fitness culture
- Muted sage and soft blush palette with subtle hot pink accents
- Clean typography with generous spacing and visual restraint
- Studio lighting with soft shadows to emphasize focus and depth
- Imagery centered on precision-based, low-impact training (Pilates, reformer, barre)
- Messaging anchored in “controlled energy” and “intentional performance”
- Tone of voice: calm, confident, and disciplined



PRICING STRATEGY

- ✓ \$3.50-\$5.50 per 12oz can
- ✓ Positioned at premium to other energy drinks
- ✓ Competitive with ready to drink matcha + wellness beverage
- ✓ Signals quality + niche performance



CAMPAIGN: CONTROL YOUR ENERGY

Core Insight: High-stimulation products dominate fitness culture, while boutique fitness consumers seek focus, control, and repeatable performance.

Big Idea: Energy should enhance performance – not overpower it.

Key Messages

- Focus over frenzy
- Precision over brute force
- Calm, controlled strength
- Energy without chaos



PARTNER VALUE PROPOSITION

Boutique Studios

- Elevates the pre-class member experience
- Increases engagement through instructor endorsement
- Drives incremental revenue via subscriptions and exclusive drops

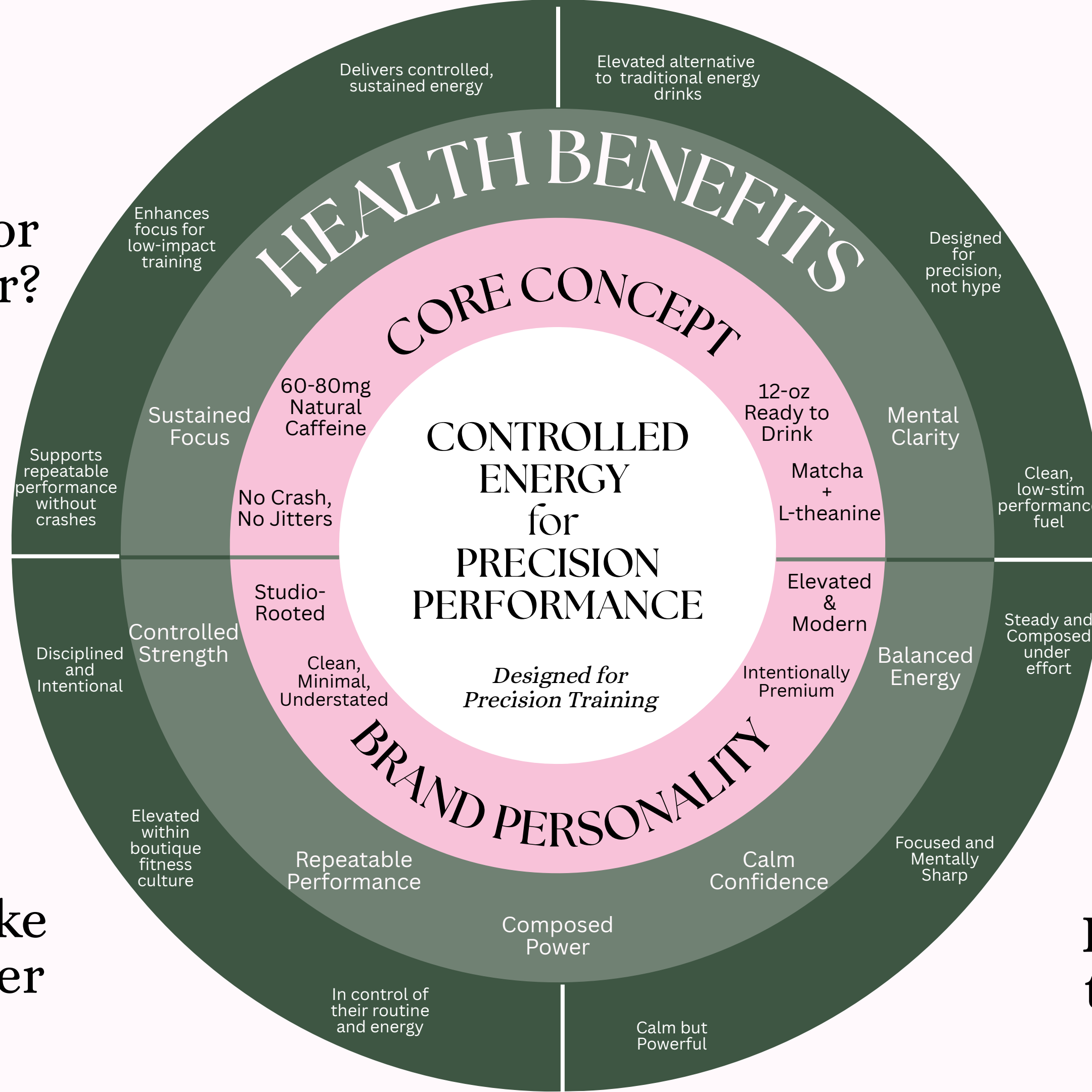
Premium Retailers

- Expands the premium RTD matcha and functional beverage set
- Offers clear differentiation from high-stimulation energy drinks
- Attracts urban, female-forward wellness consumers
- Supports high-margin, niche performance positioning
- Seasonal drops drive repeat purchase and traffic



What does
FORME do for
the customer?

How would
the customer
describe
FORME?



How does
FORME make
the customer
look?

How does
FORME make
the customer
feel?



THANK YOU.

ADD SOME TEXT HERE AND THEN PICK A TEMPLATE

