

UNIVERSITI TEKNOLOGI MARA

**AN ADVERTISING APPROACH TO PROMOTE
ENERGY DRINK
CASE STUDY: GORILLA ENERGY DRINK**

**MUHAMMAD REEDHA BIN MAT LIZAH
2016343725**

FACULTY OF ART AND DESIGN

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with regulation of Universiti Teknologi MARA. It is original and the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I hereby acknowledge that I have been supplied with the Academic Rules and Regulation for undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

NAME OF STUDENT : MUHAMMAD REEDHA BIN MAT LIZAH

STUDENT ID : 2016343725

PROGRAMME : BACHELOR DEGREE IN GRAPHIC DESIGN
(HONS)

FACULTY : ART AND DESIGN

THESIS TITLE : AN ADVERTISING APPROACH TO
PROMOTE ENERGY DRINK. CASE STUDY:
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Signature of Student :

Date : 18 JANUARY 2019

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Abstract

The Gorilla Energy drinks aim to improve performance and hydrate athletes who participated in endurance sports and the use of energy drinks has increased dramatically in recent years, particularly among adolescents and young adults. Energy drinks are marketed on the demand that these products provide increased energy to improve physical and cognitive performance. However, studies supporting this claim are limited. In fact, some harmful effects on health have been linked to energy drinks. This has raised the question of whether this drink is safe. The study was conducted to identify and discuss published articles studying the health effects associated with energy drinks. It is concluded that although energy drinks can have a good impact on physical performance, this product also has a health priority if it is not used. In order to inform target audiences, marketing of energy drinks should be promoted through creative advertising to attract adolescent and young adult intentions. This is because the effect of online food marketing on creative advertising on young adults is not yet clear. This study examines the benefits of energy drink through creative advertising on young teenagers, using energy drinks for example cases. This study shows the power of advertising affecting adolescents while attracting people's health to young adults, who are unaware of the importance of energy drinks.