



**Nexalogy**  
ENVIRONICS

Demonstration Study:  
The blogosphere discussion about  
Relaxation Drinks

In 2009 an important new trend came into view: anti-energy drinks

- Anti-energy drinks use combinations of herbal/plant extracts and other ingredients to bring about a state of relaxation
  - Commonly mentioned ingredients: kava, theanine, rose hips, melatonin, chamomile, valerian root, etc.
- Many brands trying to establish themselves in this niche

### Methodology

- To perform this analysis we tested how 5 brands (Slow Cow, Mary Jane's Relaxing Soda, Vacation in a Bottle, Malava Relax, and Malava Novocaine) are related to four words used to describe the segment (calming drink, relaxation drink, anti-energy drink, and kava drink)
  - The dataset we built and analyzed includes 552 blog posts on 378 blogs
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The name of this class of products is becoming settled as “anti-energy”

- Used much more often than “relaxation” or “calming”

Three primary groups of blogs are found

- Food & beverage analysts & marketing news sites
  - i.e., BevReview.com, BevNET.com, Drink Report, etc.
- Non-industry trend blogs (very influential, mass readership)
  - i.e., Boing Boing, apopenia (Danah Boyd), CrunchGear, Gothamist, etc.
- Business & marketing blogs
  - i.e., Euro Cheddar, mobileYouth, Marketing Funatic, trendwatch, PSFK, etc.

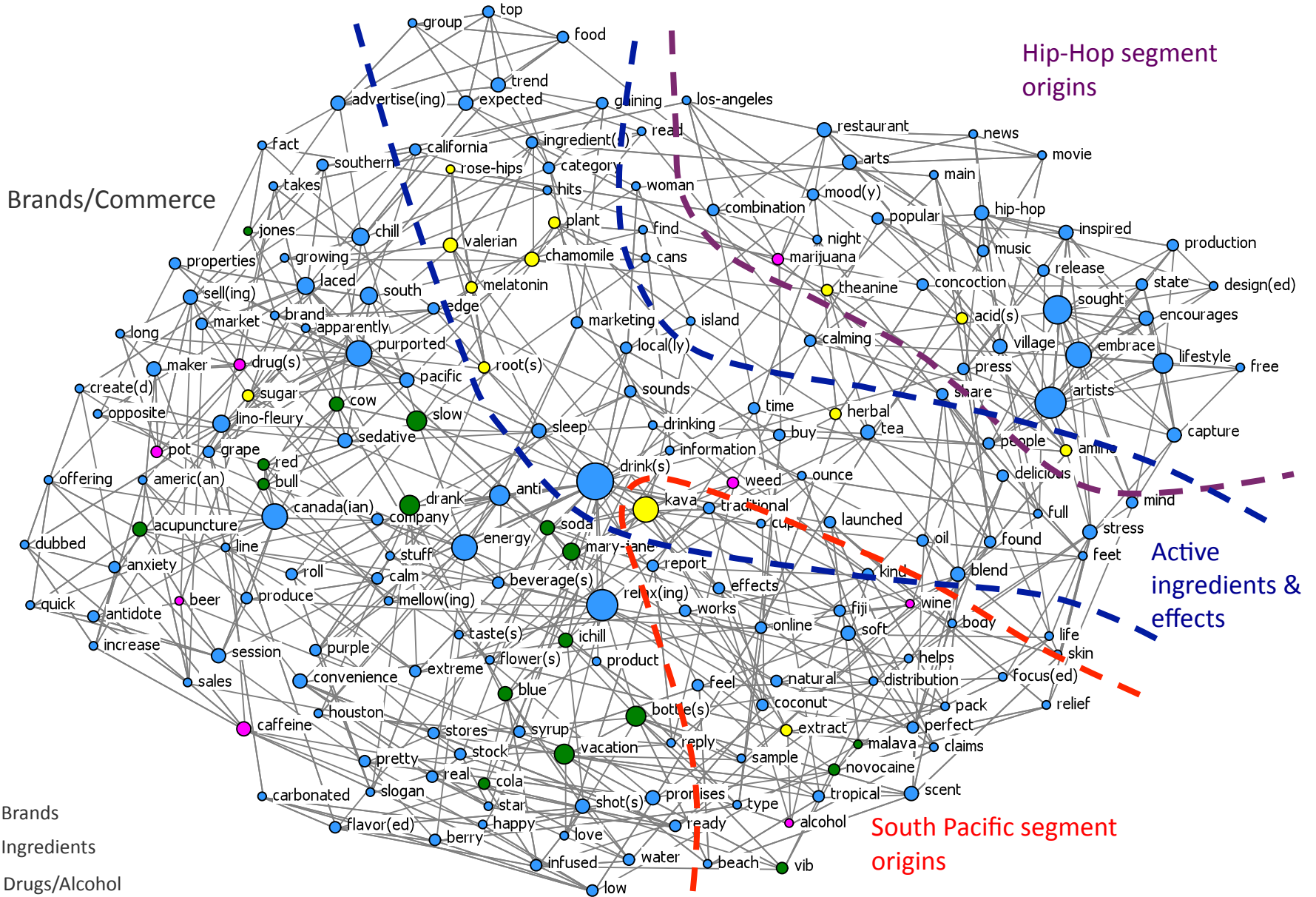
There are also several blogs associated with newspapers

- Hartford Courant, Baltimore Sun, Village Voice

Not that many consumers are engaged in the discussion (yet)

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# Lexical Map



There is a heavy correlation between anti-energy drinks and the hip hop community

- The proximity of several words confirms this: hip-hop, popular, lifestyle, mood, artists.
- One of the first brands was Drank, which was a formulation inspired by an underground club drink made up of cough syrup mixed with Sprite.

Anti-energy drinks are also compared with or related to marijuana

- This is explicit in the name of one brand in particular, Mary Jane's Relaxing Soda
  - Words related to this are found distributed throughout the map: marijuana, pot, weed
  - This is also an indication of the kinds of blogs where these products are discussed – professional marketing blogs and trend-watching blogs
    - It is likely when this becomes a more mainstream discussion this relationship will be downplayed somewhat
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Coincident with the association with the hip hop lifestyle and the references to marijuana, we also see correlations between the segment and the US South and California

- Words: houston, south, southern, los angeles, california

Of all the ingredients, Kava gets the most attention

- Key discussion that relates the history of Kava
- No similar discussions related to other ingredients
- Related terms: fiji, wine, village, pacific, island

The commercial discussion is interesting

- Sector analysts are important – contributes to the discussion about retail locations, but also some skepticism about the segment
  - Red Bull is the only energy drink named often enough to resonate
  - There are two discussions – one about specific products, one about the trend itself
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Slow Cow in particular occupies an important place on the map

- Founder Lino Fleury is the only individual who appears on the map
- The fact that the brand comes from outside the “traditional” locations (Houston & California) is widely noted
- Key tagline element (acupuncture) comes through on the Lexical map
- The social media aspect of Slow Cow’s launch seems to be having an effect
  - Good representation in the blogosphere
  - Likely to increase considering their online activities
    - WWW: <http://www.slowcowdrink.com/>
    - Twitter: <http://twitter.com/slowcowdrink>
    - Facebook group:  
<http://www.facebook.com/#/group.php?gid=89243004057>

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## Other brands identified



Using this methodology we not only get information related to the brands that were used to build the dataset but any other brands in the blog-based conversation

- Key brands identified in the analysis:
    - Slow Cow
    - Drank
    - ViB (Vacation in a bottle)
    - Mary Jane's Relaxing Soda
    - Malava Relax & Novocaine
    - Jones GABA
    - Blue Cow
    - ExChill
    - iChill
    - Sippin Syrup
    - Koma Unwind
    - Relax Zen
    - Omega Chill
    - Tranquila Relaxation Shots
    - Carpe Diem Botanic Water
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