

Energy Malt is an entirely new category.

A new type of beverage that brings together the lively boost of energy drinks and the nourishing fulfilment of malt





Energy Malt Concept

Zagg is a new energy drink designed for those who always keep moving to thrive no matter what.

Life today can be hectic and doesn't always move in a straight line from A to B. But with a Zagg in hand, you'll have the energy needed everyday to pivot, go forth and overcome anything.

We've creatively brought together Malt and added a powerful kick of caffeine, vitamins, ginseng and taurine to give you the right kind of fuel to chase your dreams,

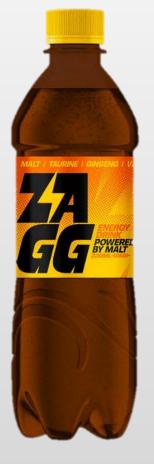
Drinking Zagg motivates you with the energy to move and hustle, to always find your way.

Zagg . When life zigs, we zagg

Meet the Dream Chasers

- Young 18-35 YO, ready to take on the world
- City-based: at home in the thriving metropolises
- Upwardly Mobile: Not rich but working hard on the path toward success
- Male or Female: Energy drinks have traditionally skewed male, but our audience is not gendered





BRAND PURPOSE

Zagg exists to inspire young people with the spirit and resourcefulness to find a way, their way.

BRAND ROLE

Zagg gives you the joy & power to hustle and keep moving everyday

BRAND DNA

BRAND BELIER

Zagg believes that with

creativity & Ingeniuty anyone

can succeed

Creativity

BRAND VALUES

Resourcef

My life is never a straight line from A to B. Its full of the highest highs and lowest lows I just have to keep moving, no matter what. Not just surviving but

FUNCTIONAL

Energy powered by malt

EMOTIONAL

With Zagg I feel connected and strong

SOCIAL

With a Zagg in hand I stand out from the humdrum of

FUNCTIONAL

Energy fortied with vitamins & ginseng and with the natural nourishment of Malt

Joy

BRAND LED

- Rooted in the never Static dynamism of the African Spirit

Inventive & innovative attitude

Uplifting, vibrant, and full of youthful energy



ZAGG

ENERGY MALT





WHEN LIFE ZIGS WE BETTER ZAGG







CONSUMER as well as harder

Resourceful 18-35 year olds who strive to work smarter

Everyday dream chasers

They are constantly taking inspiration from the world around them in order to chase their dreams.

Optimistic Resiliant Confident Humourous

BRAND PERSONALITY