

# MOCKSTROLOGY

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# Growing Popularity in Mocktails

**“The interest in sober curiosity has significantly increased after alcohol consumption spiked during the pandemic.” (Forbes)**

- **Why its trending:** Mocktails allow you to show up as your highest self and can make you feel just as sociable as alcoholic beverages without actually consuming alcohol.
- Popular among Gen z and Millennials through #Sober movement on social media (used in 910k posts via TikTok).



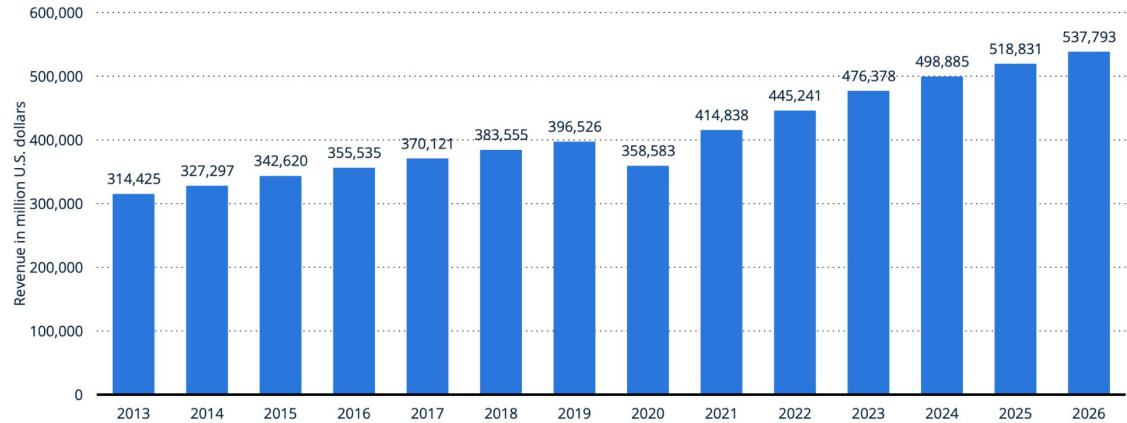
Sources: [Forbes](#)

# Alcoholic Alternatives & Growing Market Share

- In 2023, the revenue of the non-alcoholic drink market in the United States was **\$476,378 million** and continues growing.
- Global sales volumes of non-alcoholic drinks are expected to grow at a compound **annual growth rate of +7%** between 2023 and 2027 (IWSR -BCG)

Revenue of the non-alcoholic drinks market in the United States from 2013 to 2026 (in million U.S. dollars)

U.S. non-alcoholic drinks market revenue 2013-2026



3 | Description: Revenue of the non-alcoholic beverages market in the United States declined in 2020 to 359 million U.S. dollars. The market is expected to rebound in 2021 and reach a high of 538 million dollars by 2026. [Read more](#)  
Notes: United States  
Source(s): Statista; Statista Consumer Market Insights

statista

Sources: [BCG](#)

# Our Target Market

- Gen Z (18-24 year olds)
- Millennials (25-34 year olds)
- Racially and ethnically diverse.
- Tech-savvy.
- Best educated generation yet.



## The generations defined

### Generation Z

Born after: 1996\*

1997  
1996

### Millennial

Born: 1981 to 1996

Age in 2020: 24 to 39

1981  
1980

## The Zodiac Signs Elements

### EARTH

Detail-oriented  
Down-to-earth  
Cultivated  
Grounded  
Practical

### WATER

Imaginative  
Empathetic  
Emotional  
Nurturing  
Intuitive

### FIRE

Brave  
Artistic  
Confident  
Passionate  
Independent

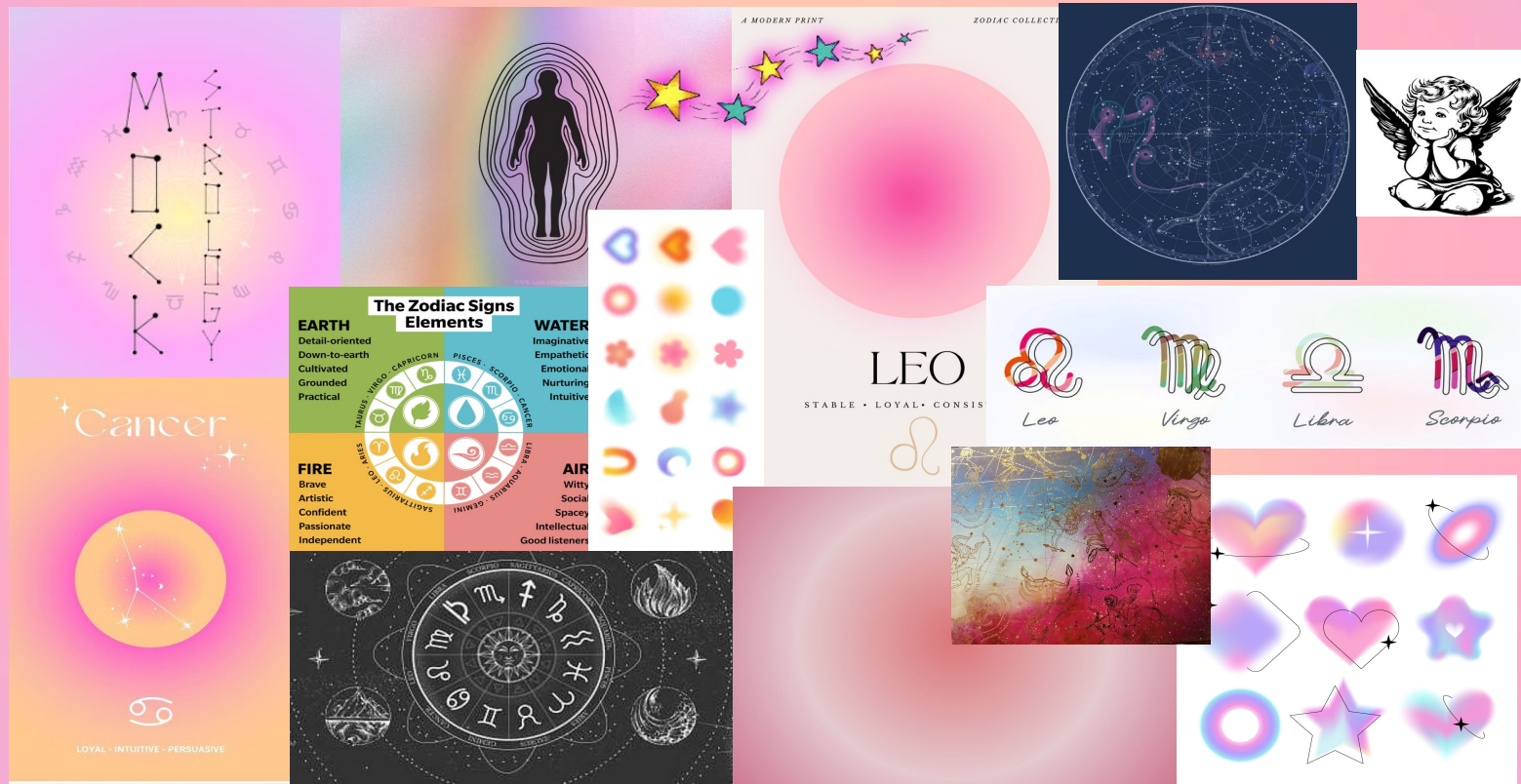
### AIR

Witty  
Social  
Spacey  
Intellectual  
Good listeners

- **62% of Gen Z** and 63% of millennials say their zodiac sign accurately represents their personality traits, with many also leveraging astrology to help make life decisions — from dating to career direction and even finances, including property and investments.
- **Gen Z finds solace** in using astrology to understand themselves and others better, making it a tool for crafting more authentic and resonant relationships.

Sources: [MRI Simmons](#) , [Statista](#), [Pew Research](#), [Harpersbazaar](#) & [Medium](#)

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# Brand Identity

**Name:** Mockstrology

**Package Theme:** Feminine, Colorful, Pastel, & Bright

**Tone:** Comforting, Whimsical, Friendly, & Inviting

**Product Theme:** The go to option for the busy-go getter who does not love the affects of drinking alcohol.

# Brand Positioning statement

“Mockstrology is a non-alcoholic beverage that serves as an astrology themed seltzer. It’s purpose is to relax and boost sociability with Ashwagandha which helps reduce anxiety and depression along with probiotics that help with your gut-brain axis. Mockstrology was created for those of you who like cosmic shenanigans without the boozy aftermath.

It’s written in the stars. Your best conversations start here”.



# Product Theme

Improved social experience through tasteful signs is the theme Mockstology aims for. Our product initiates a topic of interest for those who are sober curious yet want to stay in the bar/social scene. Not only does mockstology come with a good conversation starter but it actually serves to be good for you. With Ashwagandha and probiotics added to it's buzzing ingredients, a stress free and bubbling experience is guaranteed.

# Pricing

- Packaging of 4 cans for \$10.99
- Packaging of 8 cans for \$20.99
- Packaging of 12 cans for \$27.99



# Brand Products: Blue Aqua Fresca

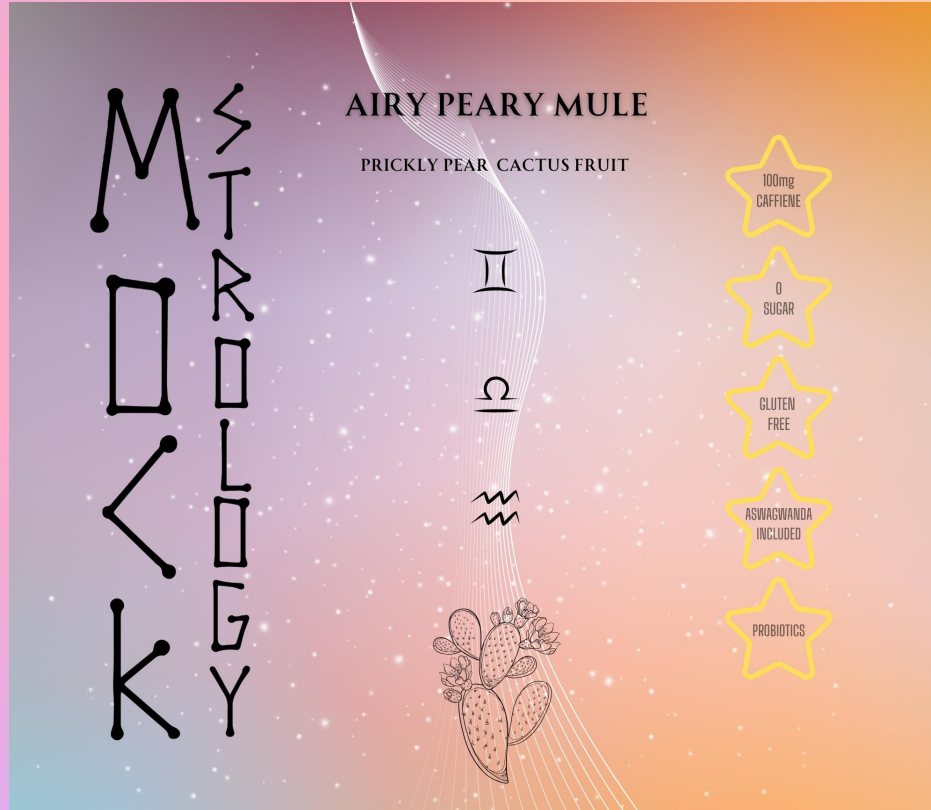


# Brand Products: Earthful Mojito





# Brand Products: Airy Peary Mule





# Brand Products: Fiery Mangonada



# Unique Features

**Contains 100mg Caffeine**

**0 Sugar**

**Gluten Free**

**Ashwagandha -**

- ☐ Reduces stress and anxiety
- ☐ Reduce sleeplessness and fatigue
- ☐ Improved cognitive functioning

**Probiotics-**

- ☐ Live microorganisms found in food and drinks
- ☐ Help maintain healthy state & Immune response
- ☐ Helps change bacteria in gut microbiome



# Our Social Cause

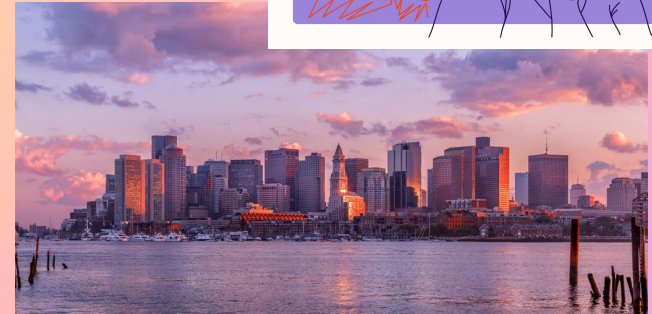
- **Anxiety and Depression Association of America**
- Our social cause aims to **bring awareness towards mental health and anxiety** in this target market.
- “Generalized Anxiety Disorder affects 6.8 million adults, or 3.1% of the U.S population, in any given year. **Women are twice as likely to be affected**”. (ADAA)
- Mockstology is in partnership with this association to help those with social anxiety who find it hard to meet and converse with others in social settings

**10% of Mockstology sales will go towards this foundation.**



# Target Persona: Meet Maddy

- **21-year-old Gen Z college student**
- Lives off campus with 3 roommates in downtown Providence, Rhode Island
- Dreams of moving to Boston
- Motivated to live a healthy and balanced life
- Struggles to be social due to not liking to drink
- Very anxious and struggles with self confidence
- Loves TikTok, Instagram, and YouTube to find answers to her problems.





# Target Persona: Meet Sarah

- **33-year-old Millennial**
- Wife and stay-at-home mom to three young girls.
- Live right outside of NYC
- Wants to get back on track since becoming a mom
- Focused on making healthier decisions and finding new sources of energy
- Struggles to find time to relax and regroup away from her children without feeling the effects of alcohol
- Loves TikTok, Facebook, and Instagram to find answers to her problems.





# Creative Strategy

Similar to our packaging, our advertising and creative will burst with vibrancy, color, and a unique twist of ones zodiac sign.

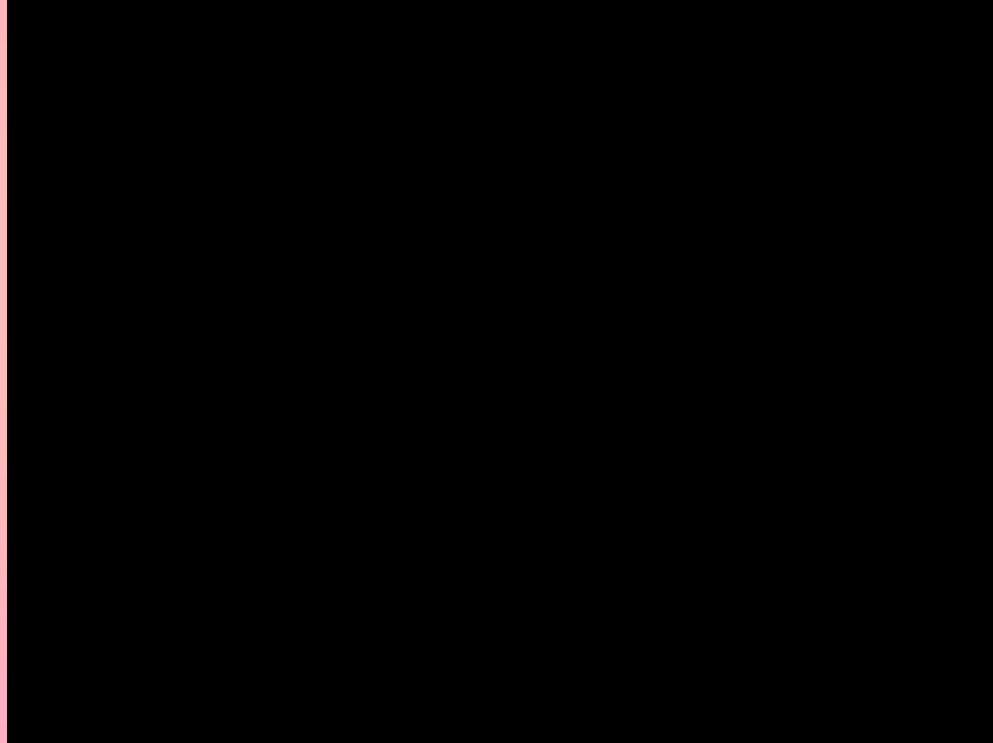
# Instagram Post



# Story Posts



# TikTok/ Reel



Thank you!