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FRS: "Tebow Effect" in Full Force

Posted December 21, 2011 2:55 pm by Jeffrey Klineman

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The Denver Broncos might have lost last Sunday, but they're still "Tebowing" at FRS.

The functional beverage company, which relies on the antioxidant quercetin to provide an energy boost, has attempted to capitalize on the fast-growing popularity of Tim Tebow, the second-year quarterback who has endorsed the brand since he left the University of Florida for the NFL draft.

"We're working with our customers – our distributors and retailers – to make sure consumers make the association," said FRS CEO Carl Sweat, adding that although Tebow also has endorsement deals with Jockey and Nike, "we're the only people who can put so much of Tim's face in-store."

And the visibility of that face has been on the rise since Tebow was named the Broncos' starting QB in October, while the team was mired in a slump. Since then, the Broncos have gone an exciting 7-2 and had won six straight games before they lost to the New England Patriots, and Tebow has been in the spotlight for the last-minute comeback variety of many of the victories.

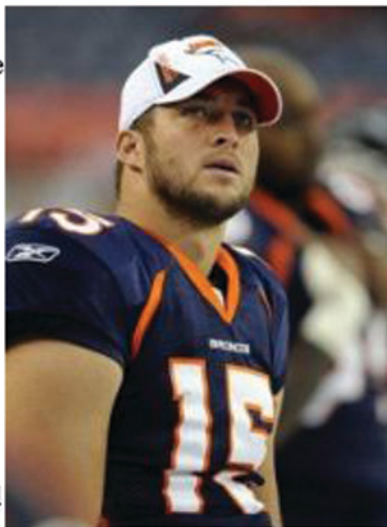
A look at FRS's marketing activities in the past weeks as Tebow's popularity soared gives a glimpse of how an entrepreneurial beverage company can put its resources behind a celebrity endorser.

According to a recent Bloomberg story, Tebow and fellow endorser, Lance Armstrong, have received "vast" – but unspecified – equity stakes in the company, although little cash.

But while the company has always promoted its relationship with Tebow – he signed with it shortly before the NFL Scouting Combine – FRS CEO Carl Sweat indicated he realizes he has a very hot property to raise the brand's profile.

The company had made a television commercial with Tebow that it aired during football games beginning with last winter's slate of Bowl games, but once he was named the starter they began doubling down and spending in advance of his higher profile. While the company

cannot buy time on NFL broadcasts because of the league's other partnerships, Sweat said, FRS commercials featuring Tebow are appearing on ESPN programming and during college games into the new



FRS Powered: Tebow