NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Commando enters Thailandâ??s energy drink market

27 November 2020 | News

**COMMANDO has recently entered Thailandâ??s energy drink market after hitting the African and Middle Eastern markets, and more in 36 countries worldwide. With the slogan â??Commando, start doingâ??, the brand will soon launch a new television commercial, starring Bin Banluerit, a well-known volunteer, ex-rescue worker, and actor, who was chosen as a presenter in this ad only to reflect the brandâ??s intention to â??support those who do good for societyâ??. The brand also vows not to participate or involve in politics regarding the issue. **



This less-sugar formula was adapted to make it easier to drink

COMMANDO has recently entered Thailandâ??s energy drink market after hitting the African and Middle Eastern markets, and more in 36 countries worldwide. With the slogan â??Commando, start doingâ??, the brand will soon launch a new television commercial, starring Bin Banluerit, a well-known volunteer, ex-rescue worker, and actor, who was chosen as a presenter in this ad only to reflect the brandâ??s intention to â??support those who do good for societyâ??. The brand also vows not to participate or involve in politics regarding the issue.

Thai consumers donâ??t seem to have many options for their energy drinks as the flavors available in the market are quite limited. We saw a business opportunity here and went for it. This less-sugar formula was adapted to make it easier to drink. It tastes great, not so sweet, as well as pleasant smell too. COMMANDO ORIGINAL is not just a delicious thirst-quencher, but also contains nutrients that have health benefits such as lysine, an amino acid that helps to convert body fat into energy that can fuel your body longer; taurine; vitamin B3, B5, B6, B8, B12; and choline.

For overseas markets, the company used the slogan "Make You Solid" to represent the greatest strength of the body and mind which makes one becomes a solid man. The solid persons would start from doing their work with great care, even for the small thing.