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Five-Hour Energy

Dick was instrumental in helping us work with the AARP in launching a promotional program through their magazine. The AARP demographic is in definite need of our product but is difficult to convince. We are really happy with his work.

- Manoj Bhargava, Founder and CEO, Living Essentials

From time to time, I assist in hiring experts in governmental affairs, in addition to the governmental affairs work I do myself. In that role, I am hired by companies to identify the right legal and/or lobbying firm, whether in Tallahassee or Washington, to work with the client. I am able to do this because of my familiarity with governmental affairs, because I know what it takes to accomplish my client's goals, and, importantly, I know what it should cost.

Five-Hour Energy is a great example. They, with their parent company Living Essentials, are a billion-dollar company that sells energy shots. They recognized that they could have some potential public policy issues of a regulatory nature in Washington, D.C. I was brought in to identify, complete due diligence, and recommend legal/lobbying firms in Washington which I felt could best represent Five Hour Energy's interests in D.C., based on their experience and my understanding of the client's needs.

In this particular situation, I helped the client save substantial money by identifying lobbying firms, ensuring they had the requisite expertise, relationships, and a successful track record in that specific area. Once identified, I helped negotiate the contract and assisted in the governmental affairs work at a real cost savings to the client.

But that's not all.

On the marketing side, I was able to use my network to connect Five-Hour Energy with the American Association of Retired Persons (AARP), a nationally recognized organization, to do a co-branding/advertising campaign that [gained notice in the Wall Street Journal](#).

– **Dick Batchelor**

Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

This publication is meant for distribution.

This case has been provided free of charge. For more information, please visit dickbatchelor.com.