

Celsius Creative Brief

What is the task?

- The task is to effectively introduce a new energy drink—tart cherry infused with ashwagandha—targeting Gen Z athletes. Highlighting the collaboration with the opening of NFL 2025 and the exclusive offering at Dick’s Sporting Goods is essential in our strategies.

What is the goal?

- This campaign aims to effectively introduce and raise consumer awareness of Celsius’ latest energy drink flavor: Tart Cherry Ashwagandha. The primary call to action encourages consumers to visit Dick’s Sporting Goods to buy and sample this exclusive new product, timed with the kickoff of the 2025 NFL season.

Why do we need to do this?

- The exclusive launch of this innovative flavor at Dick’s Sporting Goods presents a unique chance to position Celsius within the sports recovery market. By emphasizing the collaboration of the NFL 2025 season opener, Celsius can strengthen its credibility among Gen Z consumers. The movement on social media platforms (joining for free drinks and winning chances to meet NFL rookies and stars) also helps to promote the goal. This campaign takes advantage of the increasing consumer interest in drinks that help to improve recovery and stress reduction among Gen Z athletes.

Who are we speaking to?

- The primary target audience is Gen Z individuals (ages 18–34), as more than 60% of Celsius consumers are in this age range, specifically young athletes and fitness enthusiasts who prioritize recovery and performance.
- This audience values tastes, innovation, and ingredients. This group also actively follows sports culture, especially NFL events, and loves to engage on social media platforms.

What will make them listen? What will make the audience take action?

- The campaign highlights recovery benefits, emphasizing ingredients that support wellness and stress reduction (zero sugar, lower calories, authentic ingredients, clinically proven results, etc.)
- The collaboration with the NFL season opener enhances the excitement and credibility, connecting emotionally through sports culture. The event also offers chances for Gen Z athletes and Gen Z sports fans to meet with NFL players.
- Exclusive availability at Dick’s Sporting Goods Stores: By presenting their social media posts (#playlikeachampion #drinklikeonetoo), they will be offered free drinking samples for a limited time, which attracts more people to engage and come to the store to purchase the new product)
- Visual content showcases influential NFL athletes and relatable brand ambassadors on popular platforms (Instagram, TikTok), which further adds engagement and brand credibility.

Where will this story be told?

- Billboards: The new flavor and the NFL opener would be the key to attracting people's attention.
- Bus Shelter Advertisements: Targeting Gen Z urban commuters with outstanding visuals of NFL players, as well as emphasizing easy accessibility and product exclusivity at nearby Dick's Sporting Goods.
- Social Media Platforms (Instagram, TikTok, X, etc): Highly visual and engaging content featuring influencer collaborations (NFL players as well), product benefits, and interactive call-to-action elements to drive awareness and excitement. Using hashtags like #PlayLikeAChampion challenge to maximize the reach and go viral among users.