

CREATIVE BRIEF OUTLINE

1. What is the task?

Write a headline/tagline and create a billboard, OOH, and social media ad for Celsius.

- Campaign theme: The comeback season
- Tagline: taste the perfect comeback

2. What is the goal?

- The tagline/billboard/OOH/social media ad aims to promote the launch of Celsius's new energy drink—tart cherry with ashwagandha, which will be exclusively at Dick's Sporting Goods stores for the season opener of the 2025 NFL Season, and encourage consumers to try and buy the new energy drink product at Dick's Sporting Goods stores.

3. Why do we need to do this?

- Since Celsius is not a dominant brand in the mainstream energy drink market, it needs to effectively introduce its new product. Highlighting the exclusivity at Dick's of the launch and leveraging the excitement around the NFL season opener are good choices for Celsius to build hype and better introduce the product, which could also help them ultimately boost their brand visibility and sales.

4. Who are we speaking to?

- The primary target audience for this campaign is Gen Z consumers with active lifestyles, including professional/college athletes, gym-goers, and sports lovers, the group that is health-conscious and values post-workout recovery. Age ranges from 18-28.

5. What will make them listen?

- Many individuals who have an active lifestyle will naturally be interested in products that could help with their recovery and balance as they have likely experienced fatigue after workouts/training. By highlighting the taste and recovery function of the new energy drink, combined with the excitement of the NFL season opener, these target

consumers may notice, look into, and potentially purchase Celsius's new product.

6. Where will this story get told?

- Billboards & Bus shelter ad
- Email newsletter
- Social media ad