

# Creative Brief

Client: Celsius Holdings, Inc.



**Product:** Celsius energy drink (tart cherry with ashwagandha)

**Retail Channel:** Exclusively at Dick's Sporting Goods stores

**Time Relevance:** Season opener of the 2025 NFL season.

## Target Audience

Our target audience is Gen Z athletes and fitness-minded consumers between the ages of 18 and 25. They are cautious about their diets and pay attention to their wellness and physical recovery with an active lifestyle, indicating that they usually have workout habits, prefer organic and clean ingredients, and may have a basic understanding of nutrition and recovery science. They are actively seeking a better option for post-workout supplies. Their digital footprints are closely tied to sports culture, and they actively follow NFL-related content or live in environments where the league is part of everyday conversation. As regular/potential customers of Dick's Sporting Goods stores, they are highly receptive to trying new products, especially those that align with their expectations.

## Ads Placement

- In-store (Dick's Sporting Goods): including posters and brand-themed decorations placed inside Dick's Sporting Goods stores. Deliverables will appear in locations such as store entrances, footwear shelves, and so forth.

- Out-of-home (printed & digital): Printed OOH units can be placed at locations tied closely to the sports atmosphere, such as bus stops near the stadium or Dick's store, and fitness corridors near colleges. Digital OOH deliverables will be placed around NFL stadiums during opening week and high-traffic gyms, especially those close to college campuses.
- Social media platforms (Instagram & TikTok): Celsius has a strong fan base on Instagram and TikTok, which makes both platforms perfect for advertising. Paid content, including animated motion graphics and short video ads tailored to each platform, will be placed on both platforms before the opening week.

## Goals

- Raise Product Awareness and Boost Sales: Introduce Celsius's new tart cherry with ashwagandha flavor to target customers, highlighting its refreshing taste and post-workout recovery function, thus promoting product sales.
- Strengthen Brand Loyalty and Highlight Brand Recognition: Reinforce Celsius's values of clean-label ingredients and efficient functionality, and make the public consider Celsius a brand suitable for both pre-workout preparation and post-workout recovery, while maintaining and even expanding the Gen Z audience group.
- Emphasize Online Presence: Take advantage of Celsius's digital fan base and boost social media engagement with challenges, online activities, and so forth.

## Why Do We Need This Ad?

This campaign is necessary because it fills a crucial gap in how consumers currently perceive Celsius. Though the brand has firmly established its identity around clean ingredients and functional energy, it is still largely associated with a pre-workout boost due to its messaging around metabolism support. This campaign can expand this perception, introducing Celsius as a brand that not only powers exertion but also supports recovery. By positioning Tart Cherry with Ashwagandha as a post-workout solution, the ad helps evolve Celsius into a complete performance partner for Gen Z athletes from beginning to end, especially at a time when audiences are curious and excited about sports-related topics (that is, the Season opener of the 2025 NFL season).

**Tagline: Time to Snap-Back.**