

TAGLINE: “New Energy”

TARGET AUDIENCE

The "New Energy" campaign is designed for young, health-conscious athletes (18-34) who prioritize performance, nutrition, and bold flavor. They meticulously track their caloric intake and ingredients, refusing to compromise on taste or energy.

This audience is driven by ambition and resilience, challenging stereotypes about their generation’s work ethic. They show up to the gym, field, or court every day to prove themselves. CELSIUS Cherry Tart is their secret weapon—a clean, powerful energy boost that keeps them pushing forward.

Key Insight:

- [Caffeine consumption is most common among young adults between the age of 18-34.](#)

PLACEMENT

Digital Strategy (Instagram, Facebook, X)

1. *Social Media Advertisements*

*OOH Strategy**

1. Billboard
2. Bus Shelter
3. Window Advertisement

*Target areas near Dicks Sporting Goods in and around college towns and in areas where NFL teams reside.

CAMPAIGN GOAL

The "New Energy" campaign aims to:

1. Drive sales of CELSIUS's all-new Tart Cherry product.
2. Solidify CELSIUS's leadership in the healthy energy drink market.
3. Strengthen brand affinity among NFL fans and young athletes.

PURPOSE

Despite trailing Red Bull and Monster in revenue and brand awareness, CELSIUS is the fastest-growing energy drink on the market. While competitors dominate motorsports and extreme sports, CELSIUS has the opportunity to carve out a niche in mainstream athletics with the NFL.

With Gatorade struggling to establish itself in the caffeinated energy drink space, CELSIUS can position itself as the go-to performance fuel for athletes. The NFL, which accounted for 72 of the top 100 U.S. television broadcasts in 2024, offers an unparalleled platform to reach millions of engaged fans and players worldwide.

As athletes and consumers increasingly prioritize health and wellness, CELSIUS stands out as the fresh, clean energy choice for the next generation of competitors.