Gabriela Angel

**Creative Brief**

**Campaign Headline/Tagline:**

Recover Like a Pro

**Who is our target audience?**

CELSIUS’s general target audience is individuals between the ages of 22-45. Specifically, those who are gym-goers, athletes, and health-conscious consumers with a fit lifestyle.

Specifically for this campaign, we are seeking to appeal to Gen-Z consumers between the ages of 18-25. Similar to CELSIUS’s general audience, these individuals are athletes and health-conscious individuals with an active lifestyle and an interest in post-workout recovery. The target audience prioritizes health and wellness and pays attention to the functionality and benefits of the products they consume. In addition, our target audience also extends to football fans, Tampa Bay Buccaneers fans, and fans of player Bucky Irving.

**Where will this ad appear (i.e., OOH, online, print media, etc.)?**

This campaign will feature Out-of-home and paid social advertising. The OOH advertisements include billboards and digital posters. These ads will appear throughout major cities within the state of Florida. The billboards will be placed in highly populated areas near gyms, Dick’s Sporting Goods locations, and the Tampa Bay Buccaneers stadium. The digital posters will be placed strategically throughout shopping malls with high traffic that have Dick’s Sporting Goods locations to make it easy for consumers to find the product. This will increase visibility of the product and brand awareness.

In addition, we will leverage the more than 8.6 million followers CELSIUS currently has across several social media platforms like Instagram, TikTok, Snapchat, and X to promote this campaign with existing consumers of CELSIUS while appealing to potential consumers.

**What is the goal. (i.e., increase awareness, sell product, improve image)?**

The goal of this campaign is to launch and sell the new Tart Cherry Ashwagandha CELSIUS flavor. Another goal is to increase brand visibility amongst Gen-Z consumers who live a fit lifestyle and prioritize health and wellness to continue strengthening brand loyalty with existing consumers and appealing to potentially new consumers.

**Why do we need this ad?**

We need this ad to properly launch and sell the new Tart Cherry Ashwagandha CELSIUS while also repositioning CELSIUS as a brand that provides beverages for consumers to help with post-workout recovery. Ultimately, this ad is necessary to increase a connection with Gen-Z consumers and prove that “Celsius is all about living fit, living life to the fullest, inside or outside the gym” (John Fieldly, CEO of CELSIUS).