

APR 424

jitterbugs

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- Best matches our insight - already have changes in this new season of their life but this one is the best one
- Best matches our action - it frames CELSIUS as the thing to change their gaming for the better
- Best matches our barrier - emphasizes how CELSIUS allows gamers to revolutionize their gaming
- Best matches our advantage - energy encourages good gameplay and connections that lead to the accomplishment of their goals

Creative Strategy

ENGAGE

- Engage the gaming community by highlighting CELSIUS's superior ingredients and overall quality

INSPIRE

- Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors

SUPPORT

- Invest in the gaming community by fostering a deeper connection with gamers and their motivations

ADVOCATE

- Persuade members of the gaming community to share their positive experiences with CELSIUS products

Creative Strategy

Copy

Confident: Convey a sense of assurance that Celsius is the go-to choice for energy and focus

Conversational: Use relatable language that resonates with the gaming community, creating a friendly vibe

Punchy: Short, impactful phrases that grab attention and drive home the message

Gamer Lingo: Incorporate terminology familiar to gamers to create a sense of belonging and authenticity

Inspirational/Motivational: Encourage recent grads to embrace their potential and level up their lives with Celsius.

Creative Strategy

Fonts

Bold, modern fonts

Easy to read and convey a sense of energy

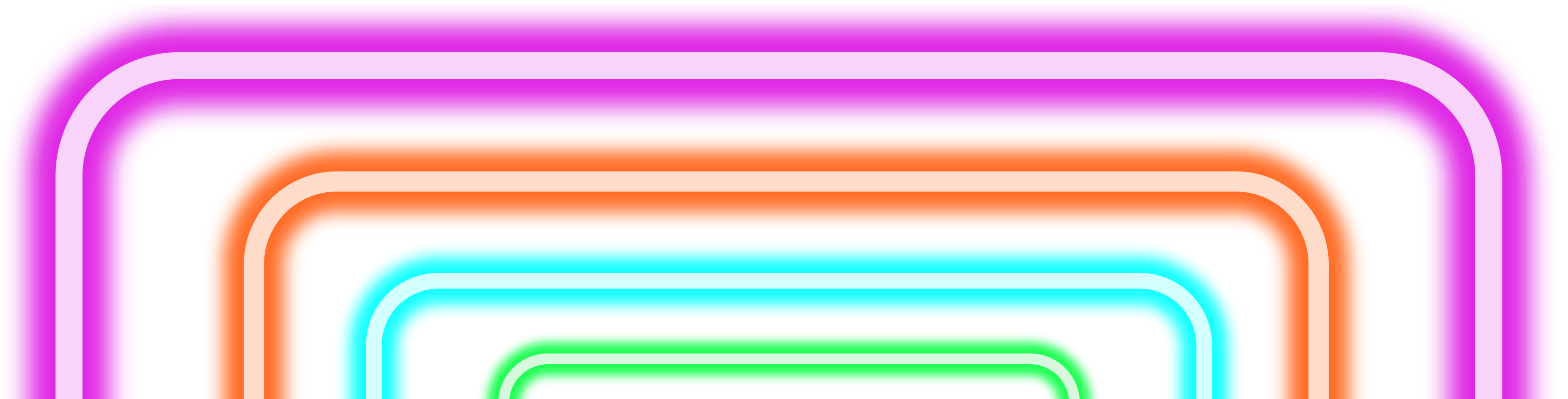
Playful or tech-inspired typefaces to align with the gaming theme.

Creative Strategy

Visual Motifs

LED Lights: Incorporate visuals of LED lights to create an immersive, gaming-inspired atmosphere.

Gamer Accessories: Use imagery of headsets, consoles, and gaming setups to connect with the audience's lifestyle.



Creative Strategy

Design/Visual Elements

Color Palette:

Neon Colors: Utilize vibrant shades like purple (leaning pink), seafoam blue, bright red/orange, and tennis-ball green to evoke energy and excitement.

Graphics:

Celsius Arctic and Galaxy Vibes: Use imagery that reflects these themes, incorporating celestial and icy elements to suggest freshness and dynamism.

Celsius Orange/Blue Essentials: Highlight the brand's identity while maintaining visual appeal.

Media Strategy

Key Message

CELSIUS is the solution to give you more time, socialization, and most importantly, energy, after your busy work day - It's a Game-changer.

Media Strategy

Media Mix

- Paid:
 - Banner Ads, Billboards, Social Media Ads, Sponsorships
- Earned:
 - News Articles
- Shared:
 - Social Media Posts Shares, Features in TikTok/Twitch/Youtube Streams/Videos
- Owned:
 - Organic Social Media Content, Website/Mobile Site, Emails

Media Strategy

Desired Result

- Think:
 - CELSIUS is gaming
- Feel:
 - CELSIUS is the go-to energy drink (their Game-Changer)
- Do:
 - Engage with the CELSIUS brand on a whole

E-Sports Gaming Competition

- Host an all-girls E-Sports gaming competition event in partnership with **Women in Games**,
 - An organization aiming to build a more even playing field for women in E-sports, during their annual PLAY GROUNDED conference held on “Day of the Girl”.
- The brand could help **promote CELSIUS drinks** and encouraging them to **boost content** about how CELSIUS is a game changer.
 - Engage with the existing gaming community and attract new consumers by sponsoring the event, tapping into this women led market as a growing consumer of energy drinks and gaming.

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Persuade members of the gaming community to share their positive experiences with CELSIUS products.

Stream-a-thon

- Sponsor a “**48 hour**” **streaming challenge** or “Stream-a-thon” with the CELSIUS sponsored Twitch streamers.
- Streamers will receive custom CELSIUS branded “game changer” gear and products and will be tasked with Stream-a-thon for the majority of the 48 hour stream.
- These streamers will also encourage audience members to complete mini-challenges throughout the stream (ex. highest winning streak, and highest score in a game against the streamer) to win prizes throughout the stream.

Communication Objectives

Primary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

Secondary: Engage the gaming community by highlighting CELSIUS's superior ingredients and overall quality.

Gaming Wellness Campaign

- An **organic social media campaign** series that highlights the health benefits of drinking CELSIUS
 - Specifically highlight the metabolism boost and nutrition
- Relate to gaming by also promoting **healthy gaming habits** in this social media series
- It will be important to highlight that Celsius provides balance
 - Balance between professional and social life
 - Balance between good flavor while still being healthy

Communication Objectives

Primary: Engage the gaming community by highlighting CELSIUS's superior ingredients and overall quality.

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

In-Game Integrations

- Incorporate CELSIUS as an **in-game item** that boosts player performance
- Show players that CELSIUS can revive their player on the game and also revive them in real life to give them their second wind
- Many video games have energy sources where you can revive your player
 - Ex: the energy drink think in Fortnite (called “slurp juice”)
- Make the “slurp juice” into a CELSIUS can as a subtle nod to the brand

Communication Objectives

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Secondary: Persuade members of the gaming community to share their positive experiences with CELSIUS products.

“Choose Your Character” Campaign

- An **organic social series** that showcases different Celisus flavors with the phrase “Choose Your Character” to tie in the gaming component
- These will be preexisting flavors, but with a background or visual piece that displays our new branding (purples, light beams, etc.)
- Current posts of Celisus flavors have been performing very well on socials

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Engage the gaming community by highlighting CELSIUS's superior ingredients and overall quality.

Charity Live stream

- CELSIUS hosts a live stream for a specific charity of their choice.
- It be dual-streamed on Twitch and YouTube and hosted by a popular streamer.
- Participation on stream and donating money will have rewards and money goals.

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

E-Sports Sponsorship

- CELSIUS sponsors an up-and-coming E-sports team or E-sports athlete.
- They will make collaborative social media posts and will be hosted on their live streams.

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Persuade members of the gaming community to share their positive experiences with CELSIUS products.

CELSIUS Power-Up Rewards

- A partnership with major gaming platforms (such as PlayStation, Xbox, and Steam) that motivates gamers to buy more CELSIUS to collect and scan to win bigger rewards
- Each CELSIUS can includes a QR code that unlocks prizes like in-game currency, skins, avatars, or discounts on games.
- A QR code only usable upon purchase, with one in every [number] cans offering a special surprise, such as exclusive gaming gear or a new console.

Communication Objectives

Primary: Engage the gaming community by highlighting CELSIUS's role in energizing gamers while offering exciting, gaming-related rewards.

Secondary: Inspire gamers to choose CELSIUS over competitors by linking its product with valuable gaming prizes, enhancing the brand's appeal.

CELSIUS Surprise Loot

- Every CELSIUS can features a QR code that unlocks a virtual loot box containing basic prizes like discounts, in-game cosmetics, or game store vouchers.
- One in every [number] cans unlocks a “special surprise,” which could be a major prize like gaming consoles or exclusive in-game items.

Communication Objectives

Primary: Engage the gaming community by tying CELSIUS cans to the excitement of earning gaming-related rewards.

Secondary: Advocate by motivating gamers to share their special surprise wins on social media, amplifying CELSIUS’s visibility.

Level-Up with CELSIUS

- Gamers who purchase CELSIUS can enter a sweepstake by scanning QR codes on the cans,
- Unlocking daily rewards (such as digital gift cards, skins, or bonus in-game items) while entering into a larger draw for the grand prize, such as exclusive gaming setups or experiences.
- Promotion for the sweepstakes will be done through social media and gaming communities.

Communication Objectives

Primary: Support the gaming community by rewarding their loyalty and energizing their gaming experience with CELSIUS.

Secondary: Advocate by incentivizing gamers to post about their experiences using CELSIUS products and QR code prizes.

CELSIUS Quest: Limited Edition Series

- Launch a limited-edition CELSIUS can series with each can tailored to a specific gaming platform (PlayStation, Xbox, PC).
- QR codes on these cans offer platform-specific rewards, driving interest in collecting different cans.
- One in every [number] cans unlocks an ultimate surprise, like a gaming console or high-end gaming PC.

Communication Objectives

Primary: Inspire gamers to connect CELSIUS with their gaming experience, positioning the drink as a must-have for serious gamers.

Secondary: Support the gaming community by offering tailored rewards, creating a deeper emotional connection with both CELSIUS and their preferred gaming platforms.

CELSIUS Power-Up Challenge

- Create a social media contest where gamers submit clips of their best gaming moments fueled by CELSIUS.
- Participants can share these clips on platforms like Twitter or Instagram using a branded hashtag (#CelsiusPowered).
- Winners receive CELSIUS product bundles and gaming gear.

Communication Objectives

Primary: Engage the gaming community by highlighting CELSIUS's impact on gaming performance.

Secondary: Advocate by encouraging users to share their positive experiences with CELSIUS products on social media.

CELSIUS Energy-Hub (Twitch Stream Integration)

- Set up a branded energy-themed Twitch overlay for the “Stream-a-thon,” where CELSIUS will sponsor streamers' gameplay. The overlay showcases real-time information about CELSIUS, and streamers discuss how they feel more energized during gaming.

Communication Objectives

Primary: Engage by emphasizing the superior ingredients and energy benefits.

Secondary: Inspire gamers by associating CELSIUS with improved performance and sustained energy during streaming.

Fuel Your Stream (affiliate program)

- Create an affiliate program that allows streamers to become CELSIUS brand advocates.
- Promote the program during the “Stream-a-thon.”
- They can offer their followers special discounts on CELSIUS products and earn rewards for conversions.

Communication Objectives

Primary: Advocate by turning streamers into CELSIUS ambassadors who promote the brand to their community.

Secondary: Support the gaming community by providing streamers with a way to generate income and rewards.

Multiplayer Tournament

- CELSIUS hosts a multiplayer tournament.
- All types of gamers can attend, have fun, interact with others, and drink CELSIUS.
- To incentivize attendance, influencers will be present.
- NOT ones because of popularity.
- Influencers that are just growing their platform so they will actually advertise this event and be present.

Communication Objectives

Primary: Support the gaming community by stepping into their world and fostering a deeper connection with them.

Secondary: Advocate and create an enjoyable, fun experience that they will associate with CELSIUS.

Rewards Program

- CELSIUS collaborates with a gaming brand to create a rewards program.
- A level or a gaming program that whenever a gamer beats it, they receive an award from Celsius.
- Gift card for CELSIUS
- Voucher of some sort

Communication Objectives

Primary: Support

Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Advocate

Persuade members of the gaming community to share their positive experiences with CELSIUS products.

CELSIUS Gaming Marathon

- Host an event that is open to all with the help of a popular influencer in the gaming world and incorporate CELSUIS into everyday gaming/routine.

Communication Objectives

Primary: Engage with the gamer community to inform them of how CELSUIS plans on entering the gaming space. Give gamers samples and have influencers be involved in the campaign by discussing how they drink CELSUIS when gaming.

Secondary: Promote CELSUIS being at the marathon by making a fun, immersive experience and educating gamers on the benefits of our brand.

CELSIUS Sponsorship Campaign

- This campaign will allow for CELSIUS to sponsor events like gaming marathons or conventions by creating an awareness of the brand to gamers to drink while gaming

Communication Objectives

Primary: Inspire gamers with our healthy energy drinks and objectives.

Secondary: Engage with gamers about their energy levels while gaming

CELSIUS Social Platforms

- Rebrand existing platforms (Instagram, TikTok, Twitter, Facebook and Youtube) for the duration of the campaign to match the campaign gaming branding
- Create a Twitch account with daily engaging content

Communication Objectives

Primary: Engage the gaming community by highlighting CELSIUS's superior ingredients and overall quality.

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

CELSIUS Nintendo Partnership

- Partner with Nintendo to create a Mario Party gaming party that has a central gaming center and a stream to join in as well
- Partner with Nintendo to create a Mario Kart tournament with a in-person and at home option

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

CELSIUS Mario Party tournament

- Partner with Nintendo to create a pass Mario Party gaming party that has a central gaming center and a stream to join in as well

Communication Objectives

Primary: Associate CELSIUS as the “gaming with friends drink” that they go to for a change to focus on gaming with friends online or in-person

Secondary: Increase partnership opportunities and associate CELSIUS with gaming world wide

CELSIUS : gotta be on to be On

- CELSIUS turns gamers on through a metabolism boost and increased focus

Communication Objectives

Primary: Inspire gamers with our healthy energy drinks and yummy taste

Secondary: Facilitate gamers in their gameplay

CELSIUS : the game's choice

- CELSIUS is exposing the gaming industry. It won't be a secret much longer that not just gamers but the games prefer our drink for more fulfilling gameplay

Communication Objectives

Primary: Establish CELSIUS as the first choice for game characters to gain strength and last longer to extend gameplay with friends

Secondary: Create a new way of gaming that focuses on connection

Social Media Genre Takeover

- Social media feature of short videos of different influencers per post explaining their respective genres/game of choice and why they like it on the CELSIUS social media platforms while holding/gaming with Celsius. Show gaming is for everyone.

Communication Objectives

Primary: Inspire gamers to connect CELSIUS with their gaming experience, positioning the drink as a must-have for serious gamers.

Secondary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations.

Social Media Raffle

- Host a virtual raffle to win an early access game code (partner with Death Stranding 2 and GTA 6 coming out in 2025, mutual benefit to promote Celsius and new game release) with participants entering the raffle through engagement on social media (following/sharing/commenting/tagging friends to gain entries).

Communication Objectives

Primary: Support the gaming community by offering tailored rewards, creating a deeper emotional connection with both CELSIUS and their preferred gaming platforms.

Secondary: Inspire gamers to connect CELSIUS with their gaming experience, positioning the drink as a must-have for serious gamers.

Gaming Signage

- CELSIUS launches gaming-themed signage in stores like gas stations, designed to elevate the shopping experience for gamers and energy drink enthusiasts alike.
- As customers enter the store they will be greeted with exciting gaming themed signage geared towards the gaming community.
 - Neon colors
 - Gaming Lingo incorporated

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

limited edition collaboration

- Create a limited addition CELSIUS drink that is aimed for gamers for example a partnership with big gaming companies like ninetendo, playstation, or a specific game like fortnite or even streamers. I also think it would be a good idea to launch a collaboration when a new game drops.

Communication Objectives

Primary: Invest in the gaming community by fostering a deeper connection with gamers and their motivations

Secondary: Inspire gamers to believe that CELSIUS offers a better energy drink than its competitors.

Unlimited time

- A possible commercial on everything you can do when you drink CELSIUS. You are more awake and have more time in your day to get things done. Or being able to play many games in one day not just one. So it changes your life and your game. Having more time to do the things you want to do. Or sometimes in a game, you are racing the clock so something about not wasting your time.

Communication Objectives

Primary: Establish CELSIUS as the first choice for game characters to gain strength and last longer to extend gameplay with friends

Secondary: Create a new way of gaming that focuses on connection

