



**JITTERBUGS**







A person's hands are shown holding a smartphone, with the screen displaying a blurred image. The background is a dimly lit room with several computer monitors and keyboards, suggesting a gaming or tech environment. The lighting is low, with some blue and purple hues from the screens. The text is overlaid on the image in a white, pixelated font.

Gain traction

Foster connection

change the game



WHAT'S THE  
GLITCH?



# BARRIER

## LIMITED BRAND PRESENCE.

Pew Research Center:  
**77%** of gamers engage  
with gaming related  
content on social media

**“I’ve never heard of it.”**

Pew Research Center:  
Young gamers are heavily  
influenced by peer  
recommendations



# 15 INTERVIEWS CONDUCTED

53%

47%



“I usually sit in a discord call with my friends even if we're not playing... so we can just hang out together.”

“I watch TikTok and live streams to get a new perspective on the game.”

“Video games are rewarding when you overcome the challenge.”

AGES

INTERVIEWS

18-21  
22-25  
26+

27%  
60%  
13%



# INSIGHT

**YOUNG PROFESSIONALS VALUE  
THE SENSE OF ACCOMPLISHMENT  
IN THEIR NEW STAGE OF LIFE, AS  
THEY FIND THEIR NEW SOURCES OF  
GRATIFICATION AND FULFILLMENT**

**WANT BALANCE**

**NEED A RECHARGE**

**VALUE *FULFILLMENT***



# ADVANTAGE

**CELSIUS ALREADY HAS  
EXACTLY WHAT THIS  
AUDIENCE NEEDS.**

NPD Group: Younger gamers are becoming increasingly health-conscious

Euromonitor: Gamers prefer products that are multi-functional





IT'S A GAME  
CHANGER





OUR AUDIENCE



# ALEX GOLDSTEIN

## BIO:

After graduating with a Marketing degree, he moved to the city to kickstart his career. While adjusting to the fast-paced work environment, Alex focuses on maintaining a balanced lifestyle, prioritizing fitness and social connections. He enjoys exploring local workouts like SoulCycle and CrossFit, but balancing work and fitness can be challenging. With a strong passion for networking and career growth, Alex is dedicated to staying active and energized, using products like CELSIUS to fuel his busy days.

## Brand Affiliations:



## STATS:

Energy Level:

Health and Fitness:

Focus:

Stress Resistance:

Productivity:

Age: 24

Job: Marketing Associate

Location: Atlanta, GA

Specialty: Networking &  
Performance Optimization



# CREATIVE STRATEGY

- BOLD
- BRIGHT
- CONFIDENT





# MEDIA STRATEGY







#CELSIUSONTHEBEACH▼

LIVE FIT, GAME ON▼

POWER UP ATL▼

GAME PASS▼

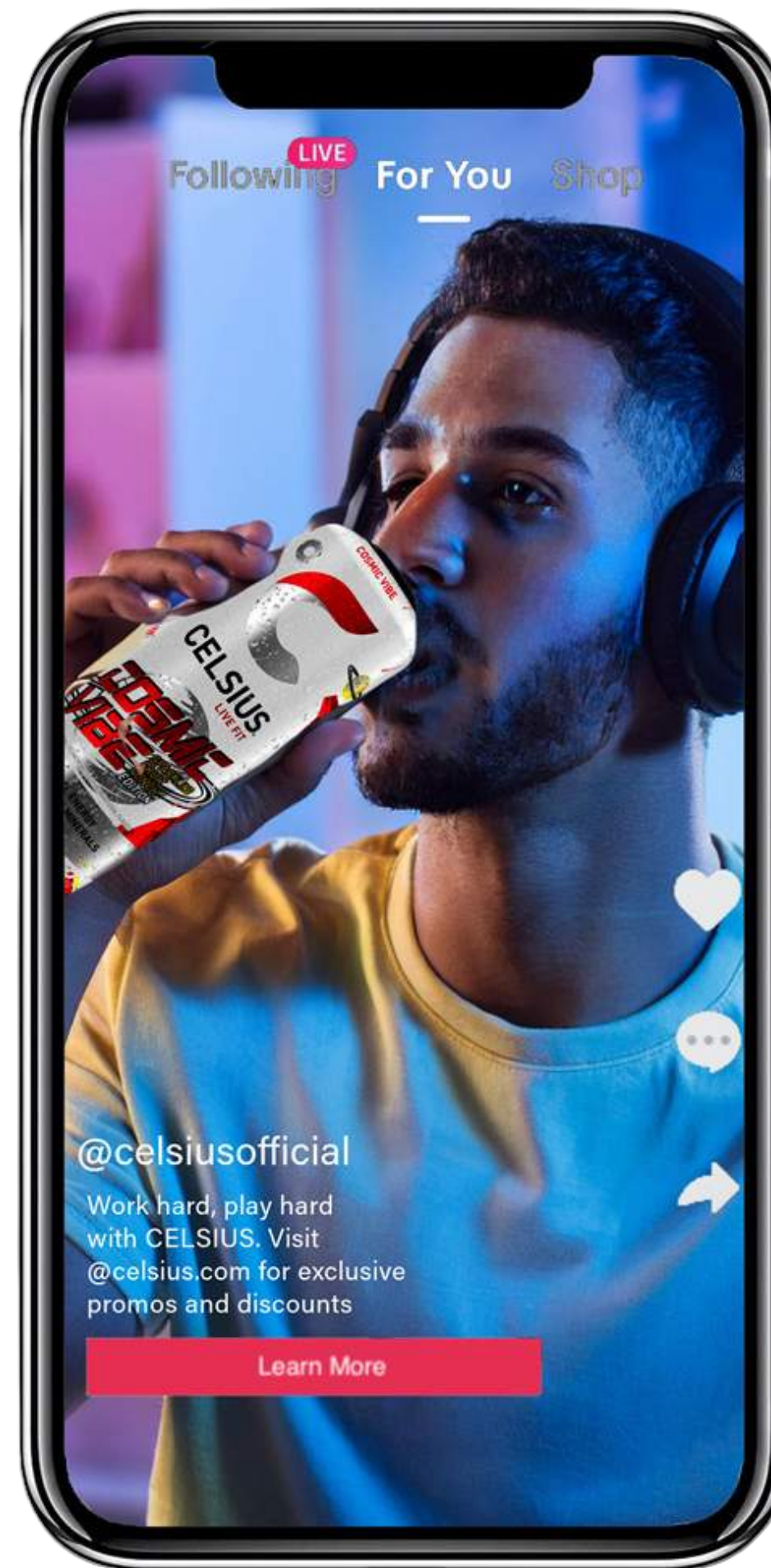
BUY  
ONLINE

# IT'S A GAME CHANGER



LEARN MORE







# SNAPCHAT





# CREATE

- Branded Discord community
- Establish prescense on gaming platforms
- Ads on Twitch, Reddit, YouTube, LinkedIn and Spotify



reddit



WORK HARD  
PLAY HARD

Playlist by CELSIUS



Spotify





# STREAMING PLATFORM ADS



Disney+

prime video

hulu



LIVE FIT

GAME

ON





# DIGITAL CREATORS



Twitch: BigCheese	61.5k
Instagram: @bigcheese	10.8k
YouTube: @bigcheese	26.9k
Tik Tok: @bigcheese	24.8k
Website: bigcheese.cc	



Twitch: StoryModeBae	48.9k
Instagram: @storymodebae	37.7k
YouTube: @Storymodebae	67k
Tik Tok: @storymodebae	57.7k
Discord: storymodebae	



Twitch: VikingPrincess1	8.8k
Instagram: @vikingprincessvr	2.7k
YouTube: @vikingprincesspubq	138k
vikingprincesspubg	556k
TikTok: vikingprincesspubg	



# @BIGCHEESE

- WELCOMING, FRIENDLY AND FUNNY
- STREAMS A VARIETY OF GAMING GENRES
- WEIGHT LOSS JOURNEY
- BALANCES GAMING AND HEALTH
- WELLNESS TIPS FOR VIEWERS





A woman with long braids and a headset is on the left. A hand holds a smartphone on the right, showing a video of the same woman. The background has colorful diagonal stripes.

# @STORYMODEBAE

- AUTHENTIC, FEMALE GAMER
- MUSIC AND POP CULTURE
- BALANCES GAMING AND SOCIAL LIFE
- DAILY ROUTINES





**@VIKINGPRINCESSVR**

- **PASSIONATE ABOUT VR**
- **COMBINING GAMING WITH ACTIVITY**
- **WOMEN'S HEALTH MAGAZINE FEATURE**
- **UNIQUE APPROACH TO BALANCE**

*Princess*  
VR FITNESS EX



#LiveFitGameOn  
#MindfulGaming  
#GamingWellness  
#CelsiusGames





 **CELSIUS**<sup>®</sup>  
LIVE FIT

x

**IPS22**



DEATH  
STRANDING  
2: ON THE  
BEACH



DEATH  
STRANDING  
2

ON THE BEACH

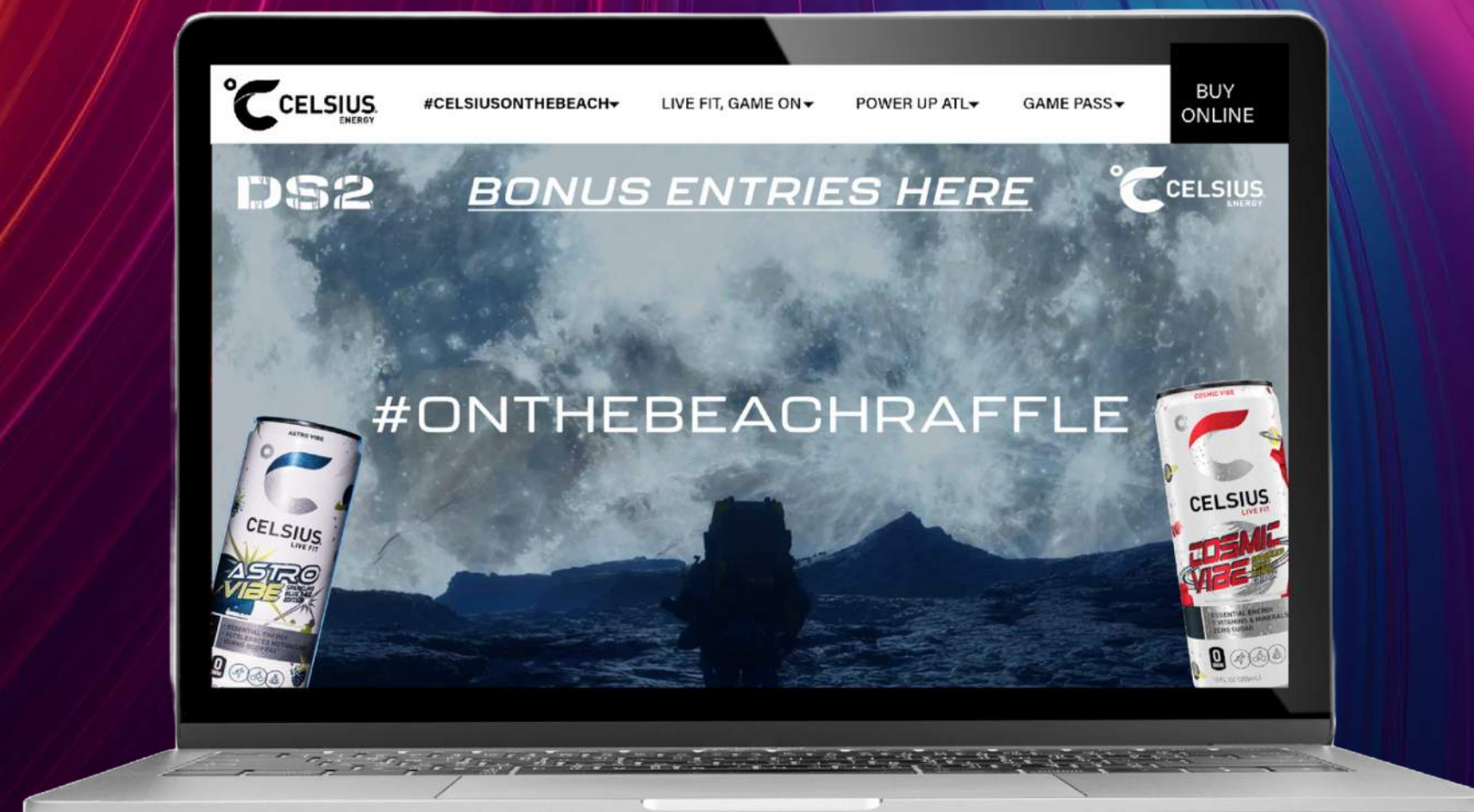
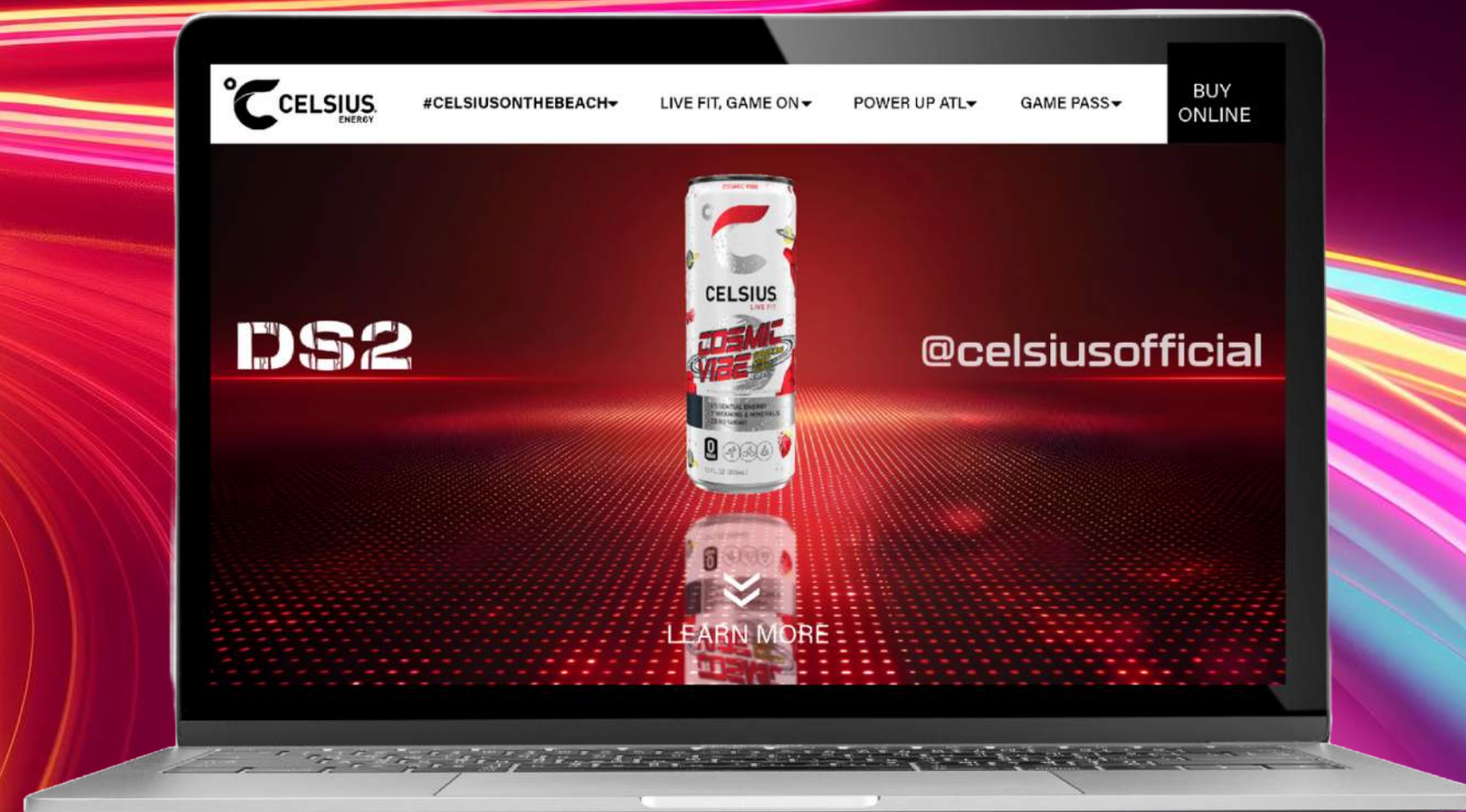














# WHY IT WORKS.

- **Game Awards Accredited**
- **+19 M players**
- **Rated M**
- **49% adventurous games, intrinsically motivating**
- **Interviewees want prolonged play and focus while gaming**





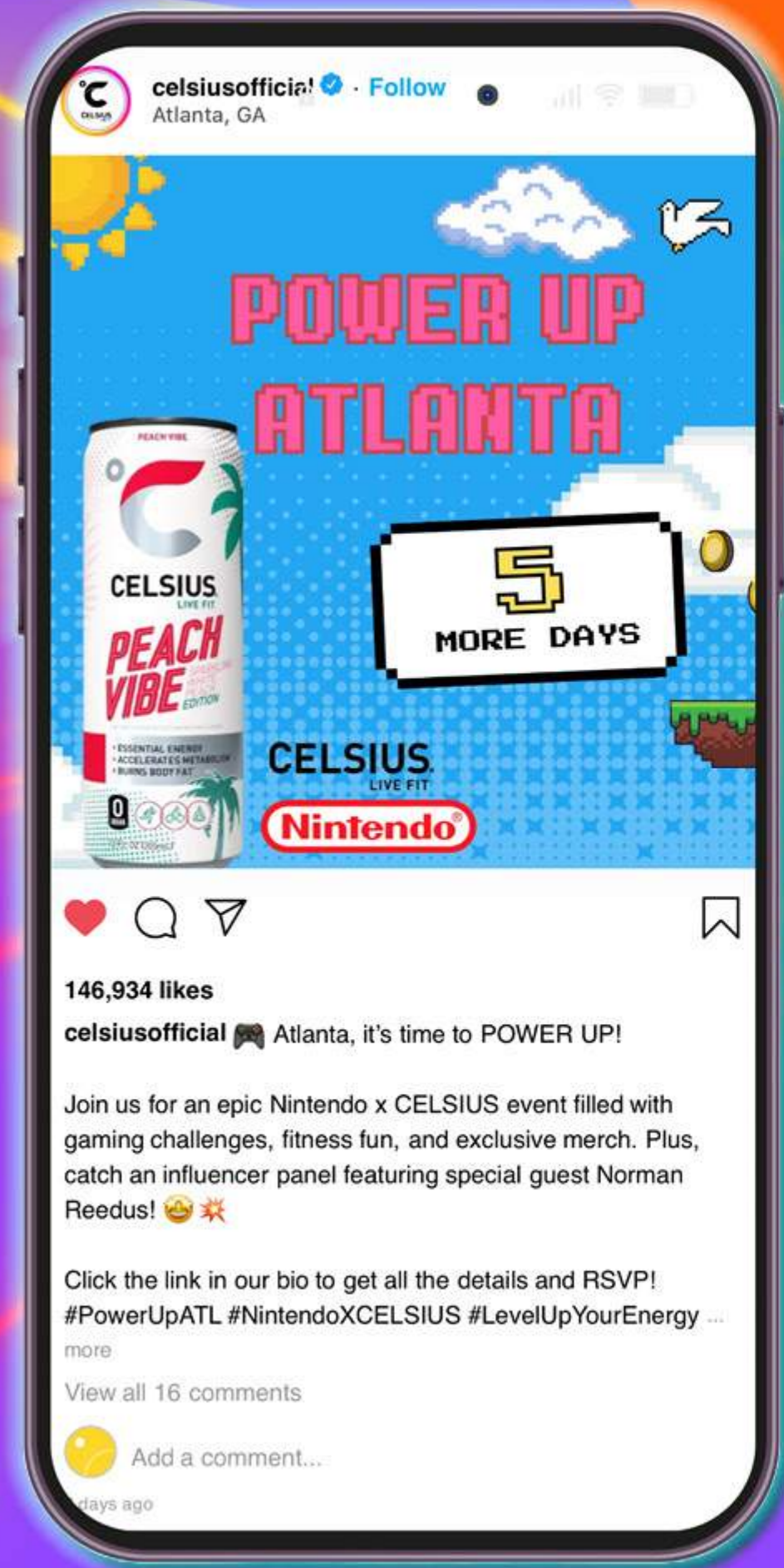
CELSIUS x NINTENDO

POWER UP ATLANTA





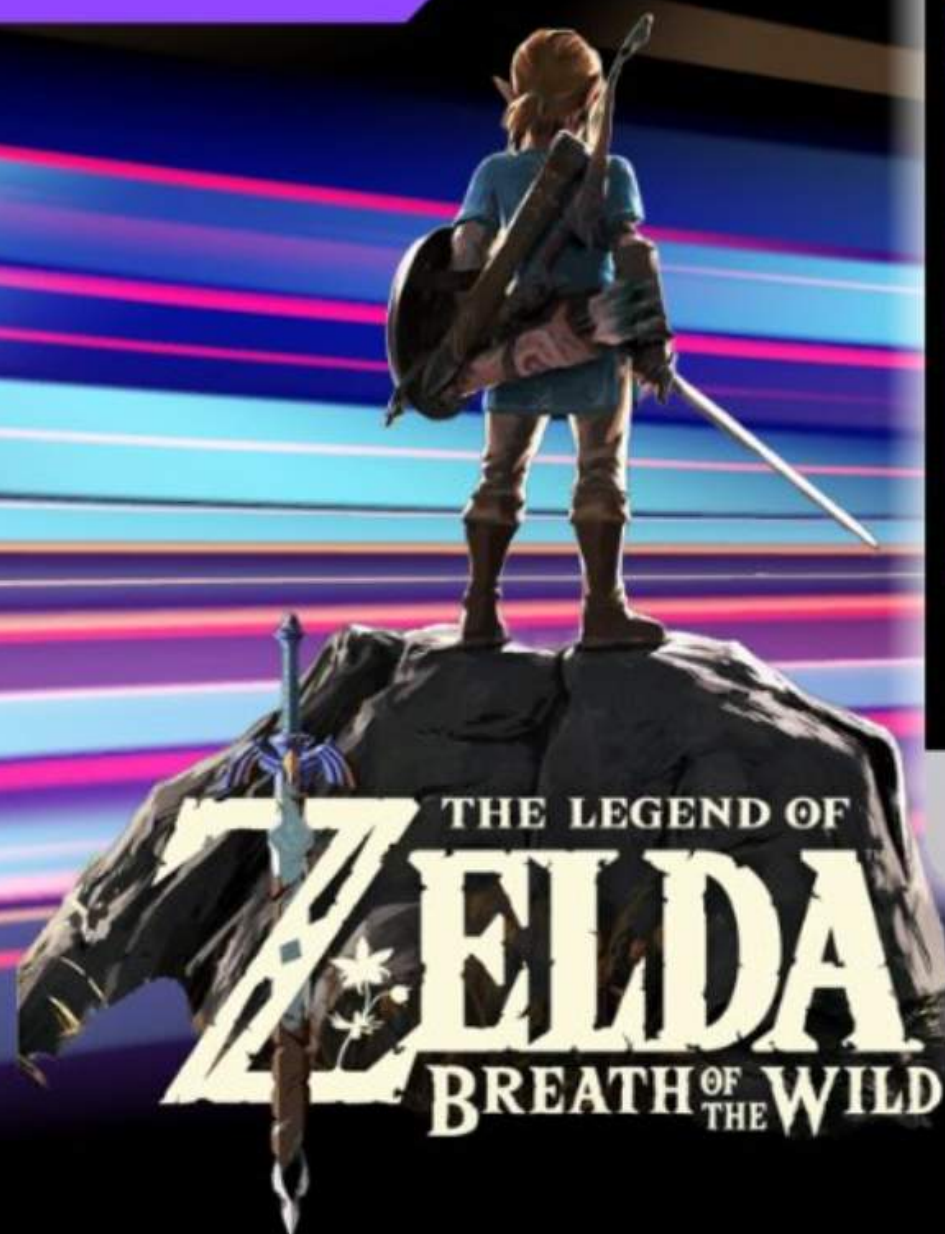
# EVENT COUNTDOWN





# twitch

## LIVESTREAM





# POP UP TASTING BOOTHS



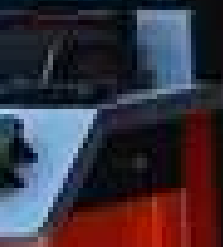
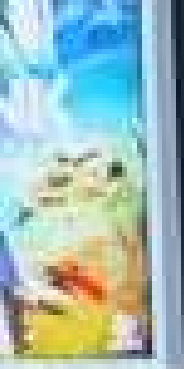




START YOUR ENGINES!









# INTERACTIVE PHOTOBOOTHS

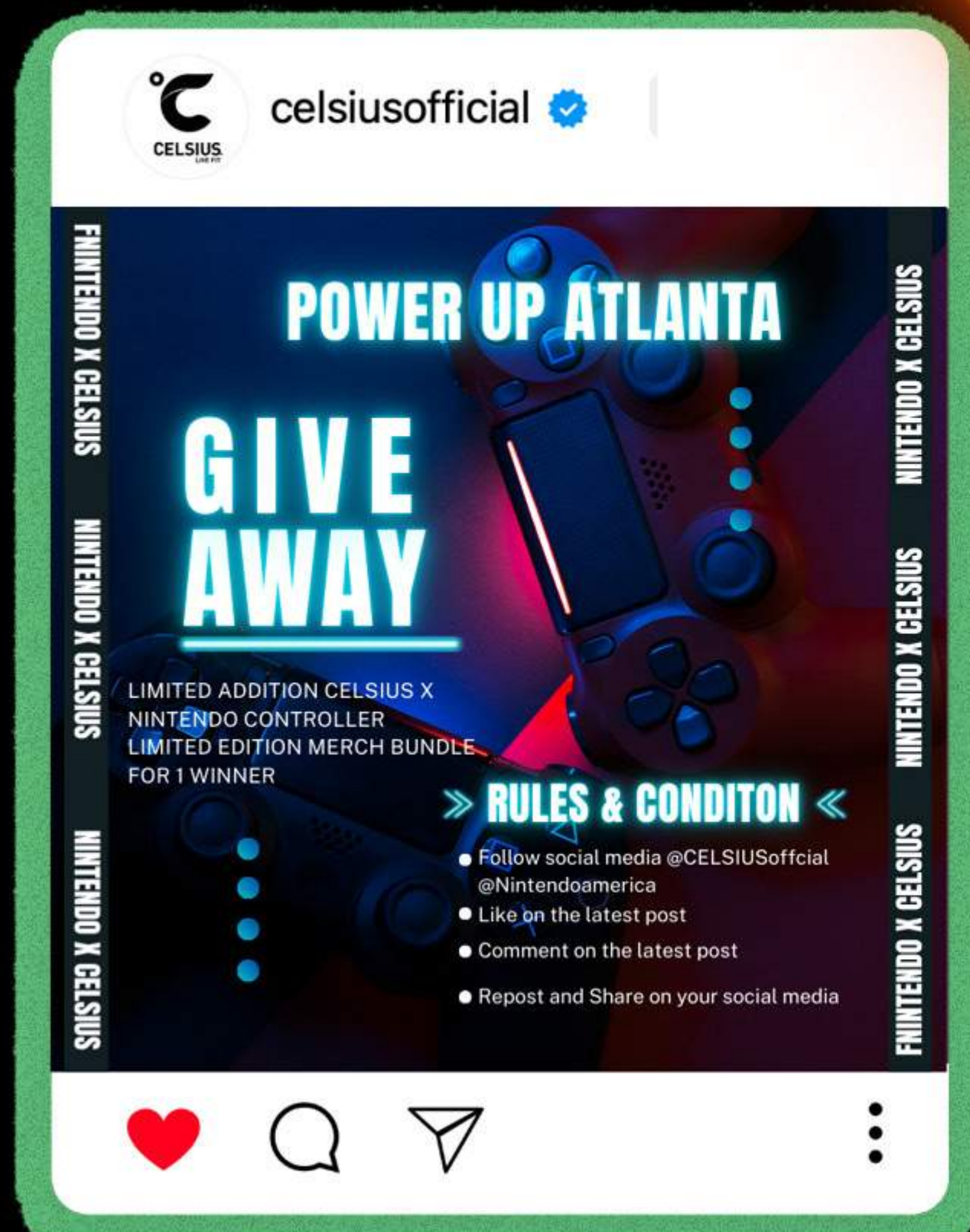


#PowerUpATL

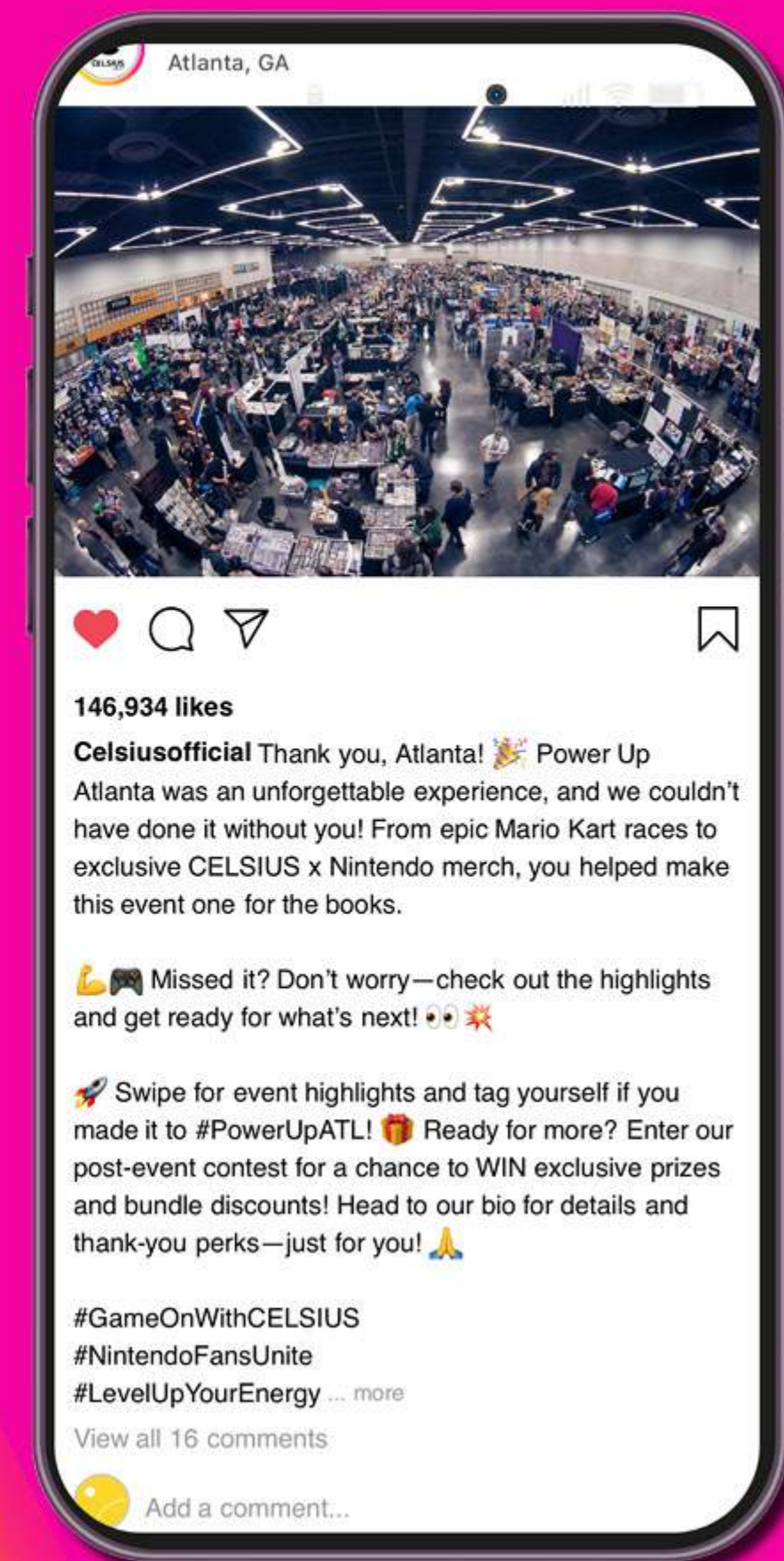
#NintendoXCELSIUS



# POST EVENT GIVEAWAYS



# POST EVENT REEL





# TIMELINE

PHASE	START DATE	END DATE
PLANNING & STRATEGY	January 6	February 20
CONTENT CREATION	February 21	March 17
MEDIA PLANNING	March 18	April 1
EXECUTION & LAUNCH	April 6	December 16
POST CAMPAIGN ANALYSIS	December 16	January 2026



# EVALUATIONS

MEASURE SOCIAL MEDIA INTERACTIONS

MEASURE BRANDED PLATFORM ENGAGEMENT

MEASURE EVENT PARTICIPATION

MEASURE BRAND AWARENESS IN GAMING

MEASURE DIGITAL CREATOR INTERACTION  
AND ENGAGEMENT



# BUDGET

Total : \$999,210.00

Sales Tax : \$90,655.00

Contingency : \$100,000

