



CELSIUS

All Day, All Night

Cameron Noble Irish



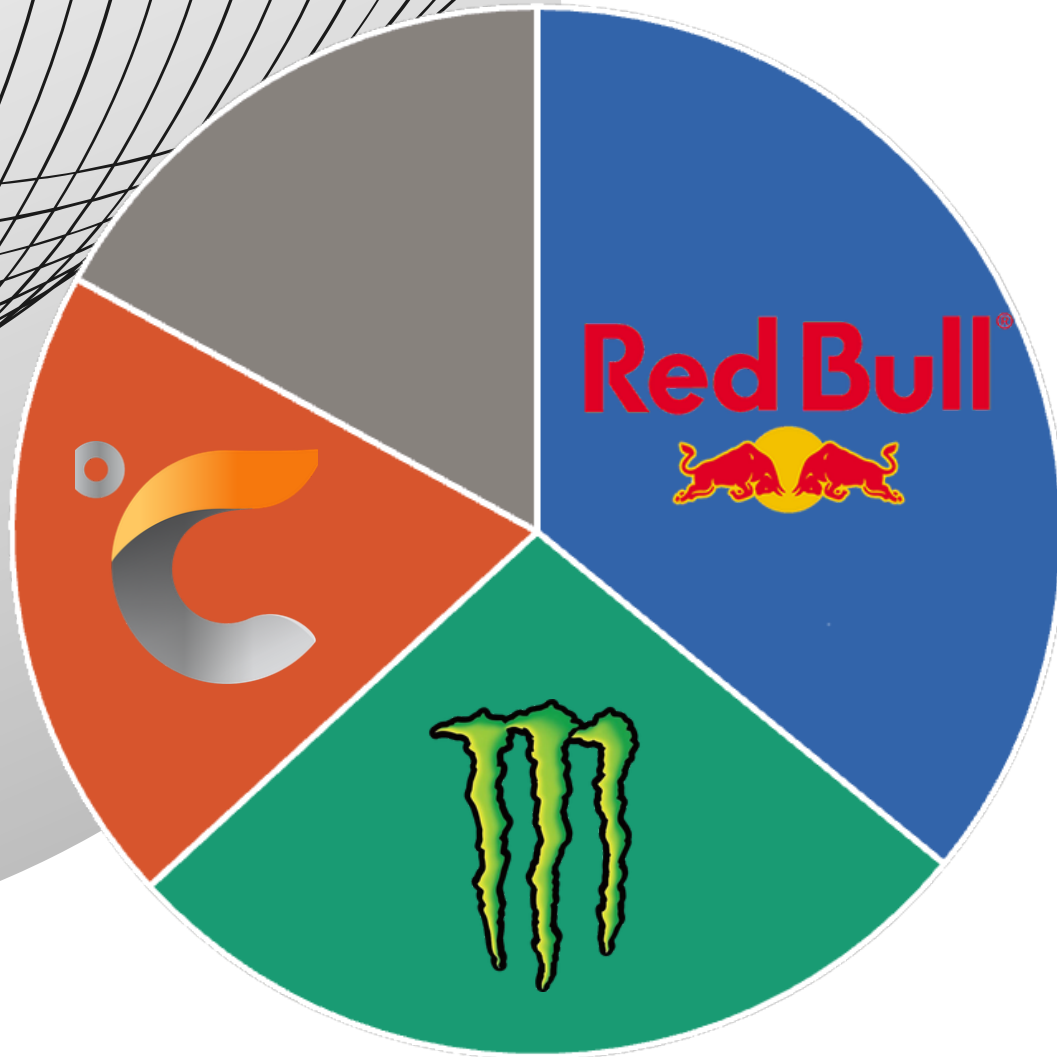
Brand History

- Founded in 2004 by Janice & Steve Haley
- Originally marketed as a calorie-negative drink with ginger and natural caffeine from green tea
- Struggled for 10 years before rebranding as a fitness drink in the mid-2010s
- Rebrand centered on clean ingredients and a sleek, fitness-forward aesthetic

Celsius Can Evolution



Market Share



- Celsius dominates the health-focused energy drink market
- Holds ~19.8% of the RTD energy drink market (including Alani Nu)
- The third largest energy drink brand behind only Monster and Red Bull

Brand Essence - Key Tactics

Clean Ingredients

Simple Flavors

Minimalist Branding

Pepsi Partnership

Wide Flavor Array



Competitive Context - Monster

- Founded in 1935 as Hansen's Natural Juice, a California-based juice company
- Expanded into the energy drink market in 2002 with Monster Energy Drink
- Positioned as wild and potentially dangerous if overconsumed
- Connects with consumers who push life to its extreme. A sharp contrast to their juice origins
- Market Share – Monster Energy 27.3% vs Celsius 19.8%

Monsters vs Celsius Advertisements



**LIVE.
FIT. GO.™**

°C CELSIUS.



Brad

Target Consumer

Psychographic & Demographic

- 28-years-old
- Corporate investment job
- Works out 6 days a week
- Unmarried
- Raised upper-middle class
- Eats clean
- Very habitual & regimented

Goals

- Financial stability
- Long-term health
- Start his own company

Pain Points

- Finding the energy to focus on health + career
- Work/life balance
- Cost of living in a metropolitan area

Core Insights

- Celsius consumers prioritize full-life optimization, including sleep quality & cardio
- Leading them to avoid caffeine later in the day
- This leaves hours of the day where Celsius consumers actively avoid Celsius products

Core Insights

- Fitness and wellness have expanded beyond the gym, consumers are as focused on what they do outside their workout as during it
- Electrolytes, creatine, and recovery supplements have all gone mainstream, becoming daily rituals rather than post-workout afterthoughts
- The market has shifted toward optimizing the full cycle of performance – not just the workout itself



Strategy

To better capture their target consumer, Celsius must introduce new products that address the different needs of everyday high-achievers throughout the day. These needs will be met with the introduction of two new products, Celsius Hydrate and Celsius Recover.

Celsius Live Fit: All Day, All Night

LIVE FIT ALL DAY ALL NIGHT

INTRODUCING: CELSIUS HYDRATE & CELSIUS RECOVER



DAYTIME HYDRATION

Electrolytes
Aloe Vera

NIGHTTIME REST

Midnight Berry,
Magnesium,
L-Theanine.



Celsius Hydrate



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KEY INGREDIENTS & BENEFITS:

- **Electrolytes (Sodium, Potassium, Calcium, Magnesium):** Replenish essential minerals for optimal hydration and performance.
- **Aloe Vera Extract:** Contains antioxidants and vitamins for general well-being.
- **Creatine Monohydrate:** Enhances power output and muscle performance during high-intensity exercise.



Celsius Recover



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KEY INGREDIENTS & BENEFITS:

- **Magnesium Bisglycinate:** Muscle & nerve relaxation, better sleep quality.
- **L-Theanine:** Stress reduction, calm & clear focus.
- **GABA:** Mood balance, reduces feelings of anxiety
- **Tart Cherry:** Reduces inflammation, speeds muscle recovery.
- **Melatonin:** Natural sleep-wake cycle regulator.



Campaign & Slogan

To promote the release of these two new products, Celsius will launch the Live Fit: All Day, All Night campaign, an extension of their popular Everyday High-Achiever campaign, showing the use of Celsius's full line of products throughout the day.

Live Fit: All Day, All Night

Tactic 1 - Product Announcement & Pop Up

- Launch and promote the new line at the Arnold Sports Festival
- The Arnold Sports Festival is one of the largest annual fitness events in the world, held each spring in Columbus, Ohio
- Drew 120,000 attendees in 2025, with 150,000 expected in 2026
- A hub for fitness brands, athletes, and consumers — the ideal launchpad for Celsius Hydrate and Celsius Recover



Tactic 2 - Subscription Promotion

- Celsius's most loyal consumers drink it daily — a case subscription rewards and reinforces that habit
- Removes friction from their routine, positioning Celsius as a permanent fixture in their lifestyle rather than a convenience store grab
- Subscription perks like discounts, early product access, and exclusive flavors give habitual consumers a reason to commit and advocate for the brand



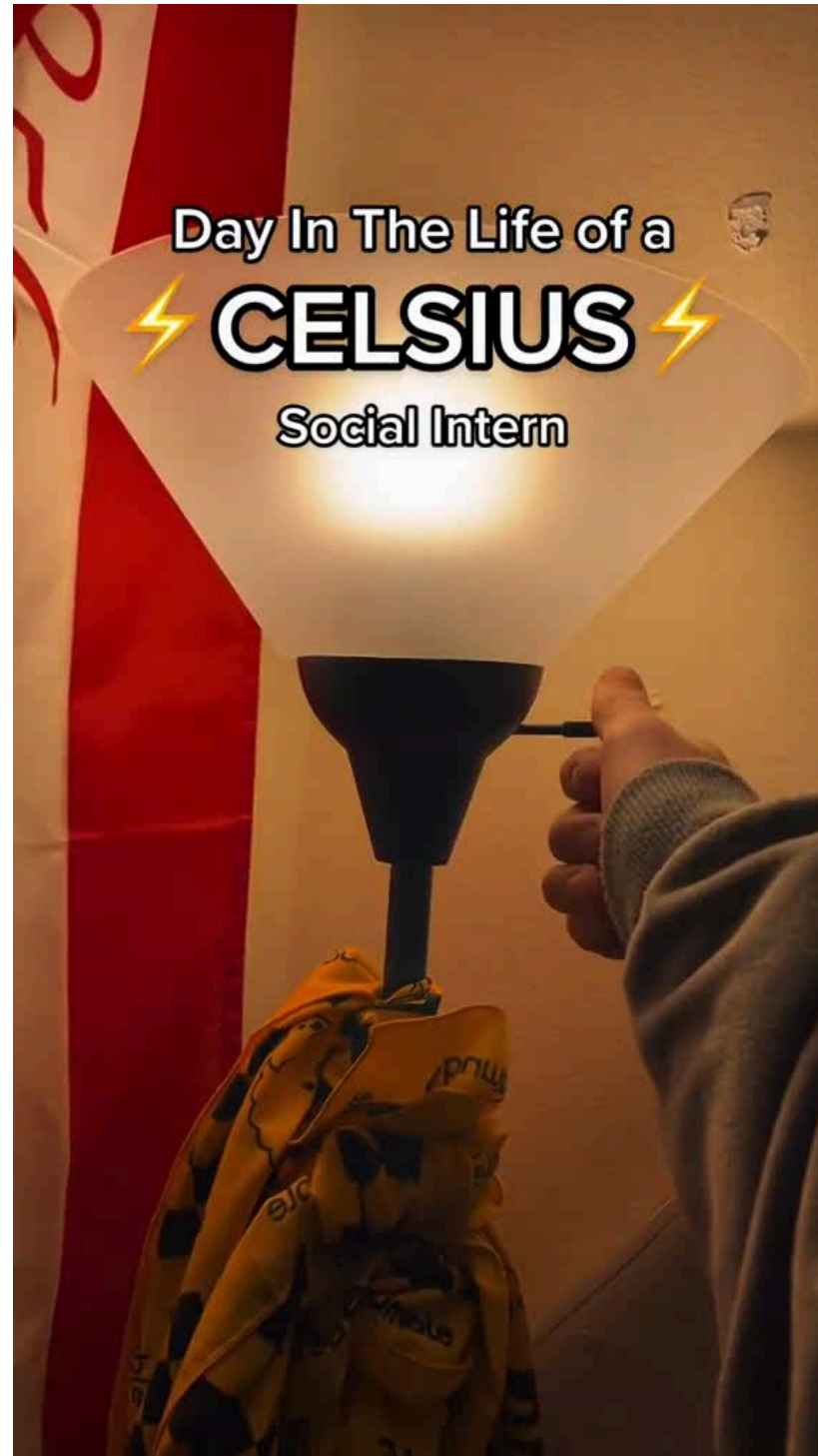
Tactic 3 - Social Media

- Paid ads and influencer partnerships with medium-sized health, lifestyle, and business creators — like Jeff Nippard, The School of Hard Knocks, and Julie Sariñana
- Influencers show how they use the full Celsius range throughout their day, positioning the brand as essential to living at their highest level
- Medium-sized influencers offer stronger trust and engagement than celebrity partnerships, making the message feel authentic

In-App Advertisement



Influencer Sponsorship



Key Performance Indicators

- 2% market share growth
- 500,000 combined units sold across Celsius Hydrate and Celsius Recover within 12 months of launch
- 50,000 new case subscription sign-ups within the first 6 months, with a 70% 3-month retention rate
- 10,000 product trials at the Arnold Sports Festival pop-up
- 20% average engagement rate across influencer partnership content

*Thank
You*

