

Advertising Headline / Tagline



Brand: Celsius

Platform: TikTok & Instagram Stories

Creative Brief

1. Who is our target audience?

Gen Z athletes and fitness-forward individuals, ages 18–26, who value performance, identity, and balance. They are socially native, trend-aware, and more likely to reach for function-first brands that match their lifestyle and values. They consume content primarily on TikTok and Instagram Stories, often during their downtime or right after workouts.

2. Where will this ad appear?

On TikTok and Instagram Stories — timed to appear post-exercise and around relevant content like gym vlogs, athlete day-in-the-life videos, or wellness micro-influencer stories. These placements speak directly to the “pause moment” — when Gen Z athletes cool down, scroll, and recharge.

3. What is the goal?

- Increase awareness of Celsius’s new tart cherry + ashwagandha drink
- Drive product trial and conversions through Dick’s Sporting Goods
- Strengthen Celsius’s image as a purpose-driven, recovery-conscious energy brand

4. Why do we need this ad?

Most energy drinks center pre-workout hype and aggressive intensity. This campaign reframes the moment: **recovery as performance**. It gives Gen Z athletes a product — and a mindset — for what comes after the push. In a saturated market, this differentiation is vital to establishing new behavior and long-term brand affinity.

Tagline

Train. Recover. Repeat. Celsius.

Rationale (SIP-Aligned)

This tagline mirrors Gen Z's circular performance logic: **exert** → **recover** → **repeat**.

It introduces Celsius as part of that loop — positioning the brand as the reset that powers progress.

The structure — three sharp verbs followed by a brand drop — creates natural rhythm for video overlays and short-form copy. It also opens room for repetition and modular creativity (e.g., “Train hard. Recover smart. Repeat.”).

This line functions equally well across OOH, pre-roll, and short-form video captions, making it flexible and scalable within an integrated campaign plan.

Supporting Copy

Train like you mean it. Recover like you need it.

Celsius's new tart cherry + ashwagandha drink is made for what happens between the grind and the comeback.

200mg of clean calm. Zero sugar. Zero crash.

Available now at Dick's Sporting Goods.

Citation

“CAGNY: Celsius Looks to Continue to Redefine Energy Drinks Category.” *Food Processing*, 27 Feb. 2024,

<https://www.foodprocessing.com/product-development/beverage-products/news/55269951/cagn-y-celsius-looks-to-continue-to-redefine-energy-drinks-category>.

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<https://www.wsj.com/business/deals/celsius-to-buy-energy-drink-rival-for-1-8-billion-a1618105>.

AI Citation

“Help me brainstorm short, rhythm-based taglines that appeal to Gen Z athletes on TikTok and IG.” prompt.

ChatGPT, 13 Feb. version, OpenAI, 24 Mar. 2025, chat.openai.com/chat.

“What’s the best tone for a post-workout message that’s not about hype but about calm recovery?” prompt.

ChatGPT, 13 Feb. version, OpenAI, 24 Mar. 2025, chat.openai.com/chat.

“Can you help me evaluate whether ‘Train. Recover. Repeat.’ fits the SIP model’s messaging criteria?” prompt.

ChatGPT, 13 Feb. version, OpenAI, 24 Mar. 2025, chat.openai.com/chat.