

Citations:

- “Celsius Holdings to Acquire Alani Nu®, Creating a Leading Better-For-You Functional Lifestyle Platform.” Celsius Holdings Investor Relations, 20 Feb. 2025,
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<https://www.foodprocessing.com/product-development/beverage-products/news/55269951/cagny-celsius-looks-to-continue-to-redefine-energy-drinks-category>.
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AI Citation

- “Help me adjust the tone and clarity of my original writing to meet academic standards whilepreserving my voice.” Prompt. ChatGPT, 13 Feb. version, OpenAI, 26 Mar. 2025,chat.openai.com/chat.
- “Please help filter and organize all the external research sources that I had collected, identifyingthe most relevant insights to include in my thought-leadership piece.” Prompt. ChatGPT, 13 Feb.version, OpenAI, 26 Mar. 2025, chat.openai.com/chat.
- “Based on Celsius’s brand context and Gen Z recovery focus, what kind of statistics would be most relevant to highlight?” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- “Help me organize the selected data into six infographic categories with visual logic.” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
“Can you help me brainstorm a layout that communicates clearly in long vertical scroll format?” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- “Based on editorial-style blog posts from health and wellness brands like Alo Yoga and Lululemon, what writing tone would best suit a Gen Z audience for a recovery-themed

campaign?” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “I’m writing as if from the brand Celsius—what is a natural way to introduce a new drink while keeping the tone informative, not overly promotional?” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “Help me brainstorm transitions that guide the reader from performance mindset to recovery mindset, aligned with the start of NFL season.” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “Design a dramatic billboard visual for a sports recovery drink. On the left, tart cherries explode with red energy. On the right, ashwagandha leaves swirl calmly toward the center. In the middle, a glowing Celsius can stands at the point of impact, with a white energy burst. Top text: ‘More than a flavor. A formula.’ Background is dark, with red and green contrast. Designed for Gen Z post-workout recovery campaign.” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “Design a modern, eye-catching bus shelter poster for a recovery drink campaign. At the top: ‘Not all resets start with sleep.’ Subheadline: ‘Some begin between Sunday games.’ Visual shows a post-game athlete sitting on a bench at night, with soft warm streetlight. Background includes subtle football references like helmet shape or stadium lights. Designed for Gen Z athletes and NFL season opener timing.” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “Create a wide horizontal banner image for an email campaign promoting a recovery drink. On the left: a Gen Z athlete sitting post-game in a locker room or on the floor. On the right: a can of Celsius glowing subtly. The mood is calm, warm, and post-effort. The background hints at Sunday football season without showing logos. Designed to support product messaging during NFL kickoff.” prompt.

ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “Help me design an Instagram post layout that uses a three-part visual rhythm to represent train, recover, and repeat, using Celsius as the central anchor. Format: square.” prompt.
ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- “Create a clean and powerful Instagram image for a recovery drink campaign. The visual should feature a can of Celsius Recovery in the center, and background should be minimalist with soft gradients (dark gray or blue), and visual cues like a tart cherry, Ashwagandha root, and a calming wave line. Designed for Gen Z athletes. Format: square.” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- “Create a cinematic Instagram image showing a young athlete walking off a football field at sunset or under stadium lights. The athlete is facing away, slightly tired but upright, holding a Celsius can. In the distance, a sporting goods store entrance is softly visible (suggested as Dick’s). Designed for a Gen Z recovery campaign connected to the NFL season opener. Format: square.” prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- "Used AI to help filter and organize all the external research sources I had collected, by identifying the most relevant insights to help me better understand the brand."
Prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- " Adjusting the tone and clarity of my original writing to meet academic standards while preserving my voice."
Prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.
- "Help me summarize lengthy, credible articles I had already selected, to better understand which parts were most relevant for the Threats."
Prompt. ChatGPT, 13 Feb. version, OpenAI, 25 Mar. 2025, chat.openai.com/chat.

- “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.