Citation

AI Research-Based Citations

Blog:

"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.

AI Image-Based Citations

Billboard Ad:

"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.

Bus Shelter Ad:

"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.

Newsletter:

"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.

Instragram posts:

"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.